

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVI.

NEW YORK, JAN. 27, 1909.

No. 4.



## More For Your Money



The new size pages of "The Delineator" (April issue  $9\frac{3}{8}$  inches by  $14\frac{1}{4}$  inches—or 800 lines) will give Advertisers added attention value.

And this "added attention value" will come from **both women and merchants** because "The Delineator" reaches its readers through dry-goods, department and general stores where Advertised goods are sold.

Thus—through Advertising in "The Delineator"—both demand and distribution are influenced **for one investment.**

The April issue of "The Delineator" will attract unusual attention because it will be the first to have the new size pages. Forms close February 5th.

*W. H. Black*

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTON, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

## Watch "The New Delineator"

# Finding Gold on the Farm

After deducting a little item of \$1,800,000,000 for interest on the value of farm lands, the New York World finds that the poor American farmers have only an average of \$868.00 each for this year's work!

Isn't it sad! Only all his vegetables, part of his meats, all of his rent, the interest on his investment and \$868.00 in cash!

We would think the World joking if it hadn't attempted to turn the facts into an argument that the farmer needed tariff revision.

As it is, we will wager the World a good dinner that its readers haven't an average of \$600.00 cash—let alone \$868.00—for a year's work after their rent, vegetables, lunches, carfares and "interest on their investment" have been deducted—that they don't average \$600.00 to spend on *advertisable* articles against the farmer's \$868.00.

Yet the farmer's \$860.00 represents *average* figures—the lumping of the shiftless \$500.000 a year farmer with the thrifty \$1,500.00 a year man. Standard farm papers go to enterprising men. They do not appeal to the farmer who "lets things go" till necessity forces him to move, but to the constantly increasing class of men who are ever alert for improved methods.

These men offer the advertiser one of the best markets in the world for his goods. They read their local farm paper closely—advertising and all. They have the desire for conveniences, even luxuries, and the money to pay for them. Interest them in your goods and show them the goods are right and they will stick to you so long as you give them "value received."

## Standard Farm Paper Advertising Brings Orders—Direct or Through the Dealer

It sells shoes, stoves, food choppers, telephones, cameras, talking machines, dress goods and made-to-measure suits for the farmer's wife.

And it is the only advertising that can sell these and other goods to the farmer.

Because not 5 per cent. of the farmers can be reached by any one magazine and less than 18 per cent. by all combined.

These figures are not guesses but *facts*. To the advertiser who is interested we will be glad to show the method by which they were obtained.

We would also like to show such an advertiser something of the *proven results* both direct and through the dealer which have gained the following papers their title of

### Farm Papers of Known Value

The Ohio Farmer	The Wisconsin Agriculturist
The Michigan Farmer	The Indiana Farmer
The Breeder's Gazette	The Farmer, St. Paul
Hoard's Dairyman	Home and Farm, Louisville
Wallace's Farmer	The Dakota Farmer, Aberdeen
The Oklahoma Farm Journal	

We issue an interesting quarterly on "Standard Farm Paper Advertising" that gives some facts which all advertisers ought to look over. May we send you a copy? No obligations will be inferred from a request and the book may suggest profit-possibilities for you that you certainly can't judge until you have weighed the facts.

GEORGE W. HERBERT,  
Western Representative,  
1736 First Nat'l Bank Building, Chicago.

WALLACE C. RICHARDSON  
Eastern Representative  
725 Temple Court, New York City

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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## MAGAZINE RENEWALS AND ADVERTISING VALUE.

FACTS COME OUT SHOWING THAT, AT HIGHEST, ONLY 40 TO 70 PER CENT OF MOST MAGAZINE SUBSCRIPTION LISTS ARE RENEWED EACH YEAR—CONSIDERED A GOOD THING FOR ADVERTISING—ARDENT CHAMPIONS OF NEWSSTAND CIRCULATION.

Publishers have been "telling things."

Ever since the *Independent* recently endeavored to gather virtue unto itself because of its claim that only 20 per cent. of its subscriptions annually do not renew, both advertisers and publishers have been talking about it. The hint by the *Independent* that few magazines renew their subscriptions to the extent of 40 per cent. or more, has rather "let the cat out of the bag."

Some publishers and advertising men seem to think that this cat is a very bad cat and ought to be promptly clapped into its obscure bag again; but others insist that the subject is both interesting and vital and ought to be thoroughly discussed. "What's the use?" they say, "of letting this crazy cat run amuck? Advertisers are very touchy about circulations and it seems very hard to make them understand the truth about magazine circulation and its value."

But the surprising part of all the statements, both pro and con, is that they all agree as to the facts in the case. In other words, they are all of one voice when it comes to the figures in the matter of renewals. And these figures are certainly somewhat start-

ling to some people who have not realized what publishing is.

However, the best opinion from experienced advertising men and publishers do not trend much that way. As a matter of fact they are not much worried about who reads, or who reads how long, if they are assured that their advertising is read to the extent claimed.

Among the publishers, the most frank of them all was Mr. John S. Phillips of the *American Magazine*. Mr. Phillips at once and without hesitation said that not only his own, but undoubtedly all other magazine circulations fluctuated very considerably, and he was sure that the figures would run higher than the *Independent* estimated, and that many magazines did not renew as many as from 30 to 70 per cent. In fact, he said that the average was perhaps not over 40 per cent.

"Even on those magazines which are long established and have that peculiar attachment which becomes more of a settled habit than anything else," said Mr. Phillips, "the percentage which renews is, I am sure, rarely more than 75 per cent. Such people take the magazine because it is that particular magazine, and because it has been associated with their lives and families, maybe even their childhood, for many years. On such magazines the circulation fluctuation is the lowest, but these magazines are not only few, but, also, are not noted for carrying the largest volume of advertising and bringing the best results.

"Why should an advertiser see the slightest significance in fluctuation figures? If I were an advertiser trying to sell a lot of goods I would consider it a very

poor recommendation for a magazine to say that 99 per cent. (if such a thing were possible) renewed year after year. What possible advantage would that be to me? I would be reaching the same people year in and year out and my advertising would suffer from the same methodical disadvantage of habit from which the advertising of magazines of that class sometimes suffer. I would want new blood to reach and I would consider it particularly valuable to reach new people through the same magazine year after year. My proposition would get the widest possible hearing, and each time I advertised I would be sure of both accumulative effect and making a new impression on new prospects. I have no doubt that every three years or so many of our best magazines almost completely change their readers, at least so far as the subscription lists are concerned.

"You can't fail because of advertising to a fluctuating circulation—because it is surprising how one reader will fluctuate in his method of getting the same magazine. One year he subscribes, another year he buys at the newsstand. Whichever way it is, he's still a reader, though the publisher doesn't know who he is. After all, the business of a publisher is to get readers, and that is the thing which makes his publication valuable to advertisers."

Frank E. Morrison, advertising manager of *Success*, says, regarding the fluctuation of magazine circulation:

"There is no doubt in my mind but that the average magazine loses more than 50 per cent. of its subscribers every year, but, providing they get enough new subscribers to even up things, I think the advertiser is a gainer by the transaction.

"In my opinion, the changes in the subscription list of a publication can only have one effect, and that a good one. It gives the advertiser new material to work upon, and surely new material is a much more satisfactory proposition than the same old material

continually year in and year out.

"Of course, there are some magazines that do not lose as much as 50 per cent., and there are others that probably lose more, but take *Success* for an example. We have been printing and distributing 300,000 copies for some time past, and every year our eight thousand subscription agents, throughout the country, sign up a very large proportion of new subscribers to take the place of old ones. So long as we do not fall behind, and get new material to take the place of old, I believe that our advertisers are better off. A paid-up subscription list is, I hold, the ideal situation for a magazine, and a much stronger argument in its favor as an advertising medium than news-stand sales. In the former case, the advertiser can tell just where his advertising will go and in what proportion."

But, of course, Mr. Phillips' and Mr. Morrison's views are discounted by some others who take a different side in the matter. Other publishers insist that it is really a strong argument for advertising value if a magazine keeps its circulation year after year. Says the advertising manager of one of the largest women's magazines in the country, "How good will the business of a man be who moves around constantly, and never stays at one place long enough to get established? It will be constantly broken down. So will advertising in a magazine which is constantly shifting its circulation. It doesn't gather enough cumulative effect to make business. It is ephemeral and ineffective compared to the circulation which does not fluctuate to any great degree. Those magazines which build up their subscriptions, build them to stay, and their advertising value is increased about in proportion that their circulations do not fluctuate. The woman who pays money for a magazine, subscription thinks something of it, and reads it carefully. Its advertising has a steady, cumulative effect on her—it pays. Furthermore, on magazines which





**Their New Home**

## The Ladies' Home Journal The Saturday Evening Post

To issue more than a million copies, each month, of **THE LADIES' HOME JOURNAL**, and more than a million copies, each week, of **THE SATURDAY EVENING POST**, our present quarters prove inadequate.

**THIS** is our new home. When completed, it will be the finest publication building in America. It faces Washington Square on one side, and Independence Square on the other (Independence Square includes Independence Hall, which shelters the Liberty Bell). Our building will have a total inside floor space of eleven acres, and will be exclusively occupied by our two publications. The upmost two floors will be entirely given over to the comfort of the employees. There will be three dining-rooms, where more than one thousand employees can be served; an art gallery, to which the public will be welcome; rest-rooms, reading-rooms, hospital, and, on the roof, a glass-covered promenade, open in summer and closed in winter.

Now, the object of this little talk is not merely to flourish our success; it is also to bring out the point that, without advertising what we had to offer, our magazines would never have reached their present position. Our magazines themselves are, we dare believe, the best of their kind, but no such success would have come to them if we had not pushed them by advertising insistently, consistently, persistently. We have not always seen direct results from our expenditures, but, seen or unseen, they were always at work, and, in the final round up, they come home bearing their sheaves with them. A good product, pushed by good advertising—that is the formula. It is just as effective for others as it is for us.

**The Curtis Publishing Company**  
Philadelphia, Pennsylvania

have a circulation largely composed of ephemeral newsstand sales and subscriptions which don't renew, what guarantee has an advertiser as to the class of people they reach this month or next month? A certain article may change the entire character of its next month's readers, and the advertiser will have made a mis-hit. No advertisers ought to stick to the magazines which do not fluctuate so much."

Well, well! the cat seems to have as many bitter enemies as good friends. But those who want to chase this cat just out of her bag straight back again are very plausible. The alert publisher of one of the best of the general magazines was quite sure the cat ought to be driven into her bag promptly before she made any fuss. "It's a risky subject," he said earnestly (but refusing to be quoted over his name), "the average advertiser don't understand these things at all, at all. The moment you say 'fluctuation' or 'newsstand returns' to him he shies and gets suspicious and afraid of you. You may bury him under fact and figure to show him that he is getting every bit you guarantee, and over, but he still goes 'round, sure there's a nigger in the woodpile. He isn't a professional circulation man. It looks terribly bad to him that you get any magazines back from the newsstands at all. And then when he sees this cat which you've let out of the bag, and comprehends that almost every magazine never renews from 40 to 70 per cent. of its circulation, he is scared very badly—unless he's a wiser man than many of them."

Then when you go to the publishers who are depending heavily on their sales of the magazine, you find them very willing to have the cat run around and act up all sorts of antics. "What!" exclaimed one advertising manager of a publication well known in the field, "do the publishers you mention say that only 40 to 70 per cent. fail to renew? My, but they are modest! Your cat is twice as big as you think. I

will take the whole kit of you out and buy you the best dinner in New York, if any one of them will show me the magazine of the general class which can show renewals to the extent of even 30—yes, 25 per cent. You'll find your cat growing bigger and bigger the deeper you'll probe into this thing, and I doubt if you can ever squeeze her back into the bag again! But there's no need for fire alarms. No advertiser is losing money by it. He gets what he's after anyhow. There's too much talk about circulation which is rot, anyhow. Nowadays we all read many magazines. The advertiser gets them one way or another. Circulation is a tremendously shifting proposition. One month Dick Jones buys from the newsstand one magazine, and the next month another—or both. They come back and they go away again in such endless tangles that no all-seeing eye could analyze circulation accurately in such unessential details."

Clarence Vernam, of *Ainslee's*, was very emphatic as to the superiority of newsstand circulation. "*Ainslee's*, of course, sells very largely from newsstands. Every copy is bought and paid for, after a deliberate desire has arisen in the mind of the purchaser. He hasn't paid his dollar to get a china closet or help a blind man or assist a college student—he has actually had a desire for *Ainslee's*—a desire that he knows will be fulfilled. He went to some trouble to get that individual number of *Ainslee's*, and it's a sure thing that he'll read it. Is it a sure thing that the subscriber reads every copy of his magazine that way? I don't think so."

Quite evidently the relative value of newsstand circulation as against subscription circulation is an open question, not settled by conclusive facts either way. Likewise the advertising value of the two kinds of circulation.

The matter of circulation fluctuation seems to be generally admitted, and rather discounted as a vital factor in advertising values by most publishers.

# BOSTON ELEVATED

## A MOST VALUABLE ADVERTISING PRIVILEGE OFFERED FOR SALE

### BIDS RECEIVABLE FOR RIGHTS TO ADVERTISING SIGNS IN BOSTON'S NEW WASHINGTON STREET TUNNELS

The Boston Elevated Railway Company will receive on or before Thursday, February 11, 1909, sealed proposals marked "Proposals for Tunnel Advertising," for the privilege of exclusive use of any or all advertising signs in the newly opened Washington Street Tunnel. Proposals to be opened by the Executive Committee of the Company at 2 o'clock P. M. on the above date.

Proposals may be for one, two, three or five years. The Company reserves the right to reject any or all bids.

The advertising tablets set in the tiled walls of the tunnel are 30 by 46 inches. They number 400, distributed at the several stations as follows:

Stations	Number	
UNION-FRIEND . . . . .	62	
STATE . . . . .	31	
MILK . . . . .	50	
SUMMER . . . . .	67	
WINTER . . . . .	66	
ESSEX. . . . .	39	} 74
"       opposite wall . . . . .	35	
BOYLSTON . . . . .	50	
<b>TOTAL . . . . .</b>	<b>400</b>	

Bidders may figure separately upon single signs, upon any group of signs, as upon the signs of a single station, or upon all the signs in the tunnel.

**For further particulars address D. L. PRENDERGAST, Secretary, the Boston Elevated Railway Company, 101 Milk St., Boston, Massachusetts.**

## LUMBER ADVERTISING TO FARMERS.

A BIG BUSINESS BUILT UP IN FACE OF SEVERE TRUST OPPOSITION—A USER OF BIG SPACE—QUICK RESPONSE FROM THE FARMER.

Doors and windows by mail everywhere.

Why not?

Only one real obstacle stood in the way—the lumber trust—and that formidable dragon has been laid.

A young man, an idea, and a lot of determination has made a lot of money and fame in a few years, out of a little struggling planing mill, just like thousands in hamlets the country over.

Yes, there was another element—a little capital, and judicious advertising men to direct its expenditure.

The concern is Gordon, Van Tine & Co., Davenport, Iowa, who first began to advertise their product—millwork—less than three years ago.

Ask the average advertising man the question, "Can millwork be sold by mail?" and he will answer *emphatically* "No." In fact the men who have conducted the advertising campaign since its conception were not particularly sanguine as to its success at the start, but there was a possibility of success and no stone was left unturned in accomplishing that end.

For twenty years, or thereabouts, Gordon, Van Tine & Co. have been selling millwork along the usual lines—that is through salesmen and depending upon the trade in their own and nearby states and the business seemed to have reached its limit with an annual output of about half a million dollars. Then came the tryout of advertising, the climbing out of a rut into an entirely new field. Millwork sold by mail was the new idea and instead of looking for trade in a few states the whole country was theirs to draw from.

Every big thing has a small beginning and the advertising of

Gordon, Van Tine & Co. was no exception to the rule. The first advertisements were small, probably not over four inches double column and they were placed in the agricultural papers, for was not the farmer the most likely Prospect? Lumber yards and mills are few and far between in farming communities, and who, more than the farmer, is a user of millwork?

But, reader, do not think that the path of this house was one of roses. Many obstacles confronted them, some of which seemed almost unsurmountable. Probably the greatest difficulty encountered was the unfair methods used by the lumber interests to force Gordon, Van Tine & Co. to come into the fold. Local dealers would complain to the combine that they could not compete with this mail-order house in prices and something would have to be done to help them. Shipments from the Gordon, Van Tine mills were closely watched at various points and stickers placed thereon by agents with that time-worn slogan, "Keep the money at home—patronize the local dealer" and other notices of like character.

Then came the widely-circulated "Black Book," which was sent out broadcast by the combine and was expected to work this way: Readers were asked to send to Gordon, Van Tine & Co. for a catalogue, not with an idea of increasing sales, but to put them to needless expense in postage and other details in connection with mailing the literature. However, this scheme was nipped in the bud and no serious consequences resulted therefrom.

But with all the hue and cry against them, has Gordon, Van Tine & Co. suffered? Not in the least. Their business has steadily grown until, to-day, less than three years since they turned their business from its old channel into a strictly mail order business, in place of an annual output of \$500,000 in sales they have passed the million and a half mark. And, now, not only do they sell millwork alone, but fur-

nish the customer with complete material for a house (including the plans) with the exception of the necessary hardware. That is not in their line and they are sticking strictly to their own business and "sawing wood."

No matter how large or small an order, Gordon, Van Tine & Co. will save a customer fifty per cent. on his purchase and this is a prominent point in every advertisement. This saving is made possible by the fact that they are strictly independent of any combination; they make their own prices and are able to undersell the local dealer because there is no middleman's profit. "Direct to consumer from the mill" is their slogan.

When a new advertising medium is added to the list, a 50-line advertisement is the usual test and all advertising is keyed. This has been the means of getting together some very valuable data concerning the different publications used and the respective drawing power of each. Inquiries are followed up by a catalogue and other literature at a cost of about \$1.50 per inquiry.

Largely through the practical advice of Wm. A. Whitney, of the Orange Judd publications, full pages are now used in the farm papers; the copy is written on the department store style—plenty of illustrations with a short description accompanying the cut of each article, the ad. being preceded by a general talk on the products of the firm, the saving to the consumer by dealing with them and perhaps a testimonial or two from a "satisfied" customer. This is the general style of advertisement, although at times there are slight changes.

A feature of the advertising is its insistence on dominating space.

To the layman the remarkable success of this advertising campaign sounds almost like a fairy tale, but the proof of it is the fact that Gordon, Van Tine & Co. are still advertising; they are becoming bigger users of space right along; their business is steadily increasing.

With Mr. Whitney's advice and

competent agency help this concern has scored a really remarkable advertising success.

## ANOTHER SEWING MACHINE GOES IN THE FARM PAPERS.

The head of the New Home Sewing Machine Co. walked into the Orange-Judd plant of Springfield recently, and without any parley handed *Farm and Home* and the *American Agriculturalist* weeklies copy and cuts for a series of advertising contracts worth \$6,000. He said that he wanted to sell his sewing machine to the farmer and that he is convinced that the Agricultural field would yield lots of profit for him.

This is a striking indication of "which way the straw blows" among general advertisers. The New Home people had seen a recent circular issued by the Orange-Judd Company, entitled "Some straws, and *why* they are blowing," and the arguments were so convincing that they immediately saw a new light in agricultural advertising. Other general advertisers are seeing this light in increasing numbers.

## RODGERS ON AMERICAN SOLICITORS.

"Not long ago I was talking with an English advertising man who seemed amazed at the high standard of integrity demanded of solicitors in this country, and I in turn was amazed to learn from him that in England only second or third rate men are engaged in such work and are generally looked down upon. At any rate it was made clear to me that English advertising methods would be much the better if they were injected with some of the ideas which have developed on this side of the Atlantic.

"I know of no better education for a young man than to solicit advertising, and nothing can offer so wide a field for the use of his intelligence."—James Rodgers of Harper Bros., to the Kansas City Ad Club.

The *Dakota Farmer*, Aberdeen, S. D., is sending out a dating stamp to advertisers calling attention to its guaranteed circulation of 52,000.

## ADVERTISING WHISKEY.

BETWEEN THE SCYLLA OF PROHIBITION LAWS AND THE CHARYBDIS OF PURE FOOD RULINGS, THE WHISKEY BUSINESS HAS ITS PROBLEMS—THE STORY OF THE WILSON CAMPAIGN—OLD CROW RYE.

By Esray.

Such easy conundrums as "Who smote the marble gods of Greece?" and "How old is Ann?" occupy a seat far back these days.

A new conundrum has been propounded which is agitating thousands, from scientist to saloonkeeper—*What is whiskey?*

Dr. H. W. Wiley, chemist of the U. S. Agricultural Bureau, is the propounder. He doesn't attempt to answer his own conundrum—he is satisfied to announce what he thinks whiskey is *not*.

And consequently he has pulled down the house over his ears, and made stirring times for the whole big whiskey trade. A blended whiskey, Dr. Wiley says, is not a whiskey at all, but is, under the terms of the Pure Food Law, an imitation or compound, and should be branded accordingly. If this view be sustained by the courts in the test cases now before them, there must be a general overhauling of advertising policies, because most of the whiskeys urged upon the public palate are blends. The whiskey men will not admit that they are disturbed over the situation, but it is significant that comparatively little of their copy is going out. There is an attitude of suspended judgment.

Stripped as far as may be of chemical and philological technicalities, this is the gist of the whiskey dispute.

From time immemorial the blending of whiskey to obtain an improved flavor and aroma has been regarded by distillers and drinkers alike as a process as legitimate as the blending of tea or coffee for a similar purpose. It consists essentially of uniting "straight" whiskey, as it comes from the still, properly aged, with highly distilled spirit.

Blended whiskey not merely sails across the bars under its own colors, but skillful blending is advertised as a strong point in favor of the liquor.

Now comes Dr. Wilson with a trouble-making interpretation of the law. The Pure Food statute requires that compounds, imitations and blends shall be branded to show their real character. For the purposes of the act a blend is defined as a mixture of like substances, not excluding harmless coloring or flavoring ingredients. A blending of two "straight" whiskeys would be legitimate, says Dr. Wiley, but when "straight" whiskey is wedded to highly distilled spirit the union must be branded as an imitation or compound. It is not a lawful marriage, says Dr. Wiley, because unlike substances have been joined together.

Many advertised whiskeys, imported and domestic, are avowed blends, and as such readily find their way down the throats of the thirsty, but what drinker would imbibe an officially-branded imitation, even though the difference between it and his old tippie went no deeper than the label?

Whiskey advertisers do not stop with complaining of Dr. Wiley's interpretation of the law. They say that his campaign of publicity puts them at an unfair disadvantage. From his office in Washington the doctor puts forth statements which, the whiskey men say, have all the force of an executive proclamation. If the distillers reply, they must use advertising space, and the form of their answer, they allege, would detract from the force of their argument; chemistry and philology, they contend, warrant them in declaring the ingredients of a blended whiskey to be like substances. Such a whiskey, therefore, cannot be an imitation.

The beginning of the new year finds distillers confronted with other troubles than Dr. Wiley's construction of the Pure Food Law. Prohibition sentiment has spread and strengthened to a degree unimagined five years ago,



according to information from the Associated Prohibition Press in Chicago. It is boasted that teetotal principles in one form or another, are triumphant over nearly two-thirds of the territory and among almost one-half of the people of the United States. It is reported that there are to-day 300 Prohibition cities, each with a population of 5,000 or more; that on the list are 90 towns, in each of which the population exceeds 10,000, and that the total population of Prohibition cities is nearly 4,000,000. In 1904 there were scarcely 100 Prohibition cities, all told.

In 1904 there were three Prohibition states. Now there are eight. That mildewed joke about two southern statesmen has lost its point since an abstainer was elected governor of South Carolina and North Carolina went Prohibition by a majority of 40,000. Even in states where the sale of liquor is lawful, local option laws are narrowing the field where whiskey may legally be sold. In Kentucky, the glorious home of Bourbon and blue grass rye, there are 92 Prohibition counties and only four in which the lid is off. Missouri had only three cold water counties in 1905. To-day she has 77. In other states are changes scarcely less startling.

From press and platform the liquor interests are attacked constantly, but by methods different from those of the days when rampant fanaticism assaulted the eardrums and got on the nerves of its hearers with perfervid denunciations of the Demon Rum. The most telling temperance arguments to-day are unemotional as a gas-bill or a subpoena *duces tecum*.

Take for examples Dr. Henry Smith Williams' articles on alcohol in *McClure's*. They are compact arrays of data designed to show that alcohol, even in small doses, may, if taken regularly, produce disease in any part of the human organism; that organs previously weakened by sickness or highly evolved tissues like the brain are affected first. Then

follow figures to support the contention that liquor causes a frightfully large percentage of insanity, crime and pauperism. Here is no sentiment, but just a clean, scientific marshalling of authorities.

This kind of argument and warning goes out uncontradicted in magazines and dailies of large circulation into the territory where whiskey and other liquors are advertised. It is significant that Prohibitionists "point with pride" to the friendly attitude of the press in general, especially of publications that refuse liquor advertisements. Some of these papers use the exclusion of liquor announcements as an argument when they go after other lines of business. The plain implication is that papers discriminating against liquor are better mediums than their competitors that adopt a different policy.

Maurice Switzer, advertising manager of the Wilson Distilling Company, whose handsome offices are in the Flatiron Building, New York, tells PRINTERS' INK that Wilson Whiskey is not pushed in Prohibition territory because the company will not knowingly be accessory to a violation of law. He added that the business of the company is satisfactory wherever the sale of liquor is lawful. He had not noticed a diminution of sales which could be traced to temperance agitation.

As to Dr. Wiley's interpretation of the Pure Food Law, Mr. Switzer considered it unjust to the distillers and to the public, but he added that the whole subject was "in the air," and no settled policy could be adopted by the makers of blended whiskey until the courts had passed upon the cases now before them.

Wilson whiskey has moistened throats since 1823, but the advertising of it began only about ten years ago, with a bold innovation in the way of copy. Therefore, when an advertiser of whiskey took large space in a newspaper he was likely to fill it with type, giving the story of his life, perhaps as well as the history and

chemical analysis of his whiskey. Herman Ellis, who is still president of the Wilson Distilling Company, blazed a new path. He wrote "Established 1823, Wilson Whiskey. That's all." And that was literally all he put into full pages, half-pages and quarter pages of newspapers. No cuts, borders nor other ornaments; not even a picture of the bottle. Some of Mr. Ellis' knowing friends were scandalized.

"Why, man alive," they said, "you are simply throwing your money away. You are spending \$1,000 for an advertising effect that ought not cost more than \$150."

But Mr. Ellis stuck to his few words and large type, convinced that long-winded advertisements of whiskey were not read, and that terse ones gained force by screaming display. By and by "Established 1823" disappeared. The line was good in introducing the whiskey, but when its reputation was once established who cared just when the original Wilson began business at his little still in Pennsylvania?

A little later the word "Whiskey" dropped out. The legend, "Wilson, that's all," made familiar by thousands of repetitions, could not refer to chocolate, breakfast food nor safety pins, nor anything but whiskey. So the "Whiskey" in the advertisements vanished like a highball on a sultry day.

"No," said Mr. Switzer in answer to an inquiry, "we are not putting out much advertising now, but we expect to get busy a little later. We use newspapers, magazines, illustrated weeklies, comic journals, posters, painted and electric signs about every kind of advertising, I think, except street-car cards, our electric clocks in this town, Trenton, Buffalo, Detroit and other cities with the words, 'Time for a Wilson highball,' were the talk of the town wherever they were displayed.

"Our catch-line, 'That's all,' is successful because it is a common, every-day expression. Many advertisers tax their wits for

phrases that are out of the ordinary. We believe in the power of familiar words. A business man, after finishing the dictation of a batch of letters, says to his stenographer, 'That's all.' A woman giving orders to a tradesman winds up with 'That's all.' We have by persistent advertising, welded our name with a phrase that, I might say, is on everybody's lips every day. When people say 'That's all,' they can scarcely help thinking of Wilson Whiskey.

"Actors in vaudeville sketches say 'That's all,' run in some gag about Wilson whiskey, and are always sure of a laugh. We are frequently asked to pay for this kind of publicity, but we always refuse. We spend thousands a year for the advertising that gives point to the joke and so we do more for our theatrical friends than they can do for us. Occasionally when we have declined to pay them, they will threaten to cut Wilson out of their lines and substitute the name of some other whiskey. We reply: 'Go ahead. If you think you can get a laugh by using our phrase in connection with another firm's name, try it out.'

"We were pioneers in advertising whiskey as a summer drink. The old idea was that beer was the great hot-weather thirst-quencher and that it would not pay to advertise whiskey in summer.

"We took advantage of the popularity of the highball. Perhaps you remember our big sign at Cortlandt street and Broadway. We showed a figure of a man 80 feet high making a cold drink, with the words, 'Wilson highball, that's all.'

"We were able to trace results to that sign," continued Mr. Switzer. "Dealers in the neighborhood who usually ordered a case at a time called for two or three cases. I suppose that men, seeing the sign, said to each other, 'Well, let's get a Wilson highball now,' and that made business for our customers.

"We make only one grade of whiskey and market it through

the jobbing trade in the usual way.

"The price is a dollar a bottle, but department stores sometimes cut it to 79 cents. We do what we can to stop cutting, but in the nature of the case one can't do much. When a dealer buys our product it is his property and he can do with it what he likes."

"How about refilling bottles?"

"We spend large sums every year to prosecute refillers and we have sent several of them to jail. But our premium plan does more than coercive measures to limit the practice."

Mr. Switzer explained the system and showed PRINTERS' INK a large room filled with attractive premiums, for which are exchanged labels from bottles of Wilson whiskey and El-Bart Gin. The labels are put on the bottles by machinery and are glued at the sides only. But, cutting along dotted lines near the edges the labels are removed easily. They bear on the reverse side the company's signature, lithographed on an ornamental black background. Mailable premiums are sent postpaid. Others go by express at the consignee's cost and risk.

Steins, clocks, watches, umbrellas, leather goods, manicure sets, revolvers, rugs, silverware and portières are among the gifts.

"This plan," said Mr. Switzer, "puts a premium on honesty. We find that an appeal for fair play, backed up by handsome presents, is more effective than threats of prosecution. We receive labels from unexpected sources sometimes. The other day two Roman Catholic sisters came in with a great bunch of labels and exchanged them for an iron safe. The sisters were connected with a hospital in which the doctors prescribed Wilson whiskey."

W. G. Moore, vice-president of H. B. Kirk & Co., proprietors of Old Crow Rye, 156 Franklin St., was asked what effect, if any, Prohibition agitation and other hostile influences had had on the business of that house and

## The Chicago Record - Herald

is the medium for hotel and resort advertising in Chicago and the middle west, carrying more of this class of advertising than any other paper in this locality. In 1908 the Chicago Record-Herald gained in hotel and resort advertising more than

**91,000 Lines**

over the previous year, carrying a total in excess of

**209,000 Lines**

Sunday, December 27th, the Record-Herald printed more than

**18,000 Lines**

of hotel and resort advertising. This is the largest amount of such advertising ever published in any one edition of any paper.

## The Chicago Record - Herald

New York Office  
437 Fifth Avenue

## BEATEN TO A FRAZZLE!

During the Panicky Year of 1908

## Town Topics

showed a MARKED INCREASE in paid advertising over the prosperous months of 1907. This great

## Victory

was achieved because its advantages as an advertising medium were recognized by the judicious advertiser during those hard times.

**LOUIS BARKER**

Advertising Manager

452 Fifth Ave., New York

whether they had caused any change of advertising policy.

"We are doing a bigger business than ever before since Old Crow was first put on the market, about 37 years ago," was the answer. "We advertise all over the country except in Maine, where there is a law against the advertising of liquor. My own opinion is that this statute is unconstitutional and would be upset if it were carried to the highest court in the land.

"We advertise exclusively in daily papers. We are in them all the time all over the country. We used to be in magazines and other publications, but we quit them about two years ago, largely because we were oversolicited. Why, sometimes there would be two and three men one at a time after our advertising.

"I have no fault to find with these gentlemen. On the contrary, I admired their persistence, but many of them represented mediums that would not be of any use to us. As it was not always easy to discriminate, we cut out everything but dailies. This decision involved abandonment of our good old friend, *Life*, in which we had advertised steadily almost since it was started. We were sorry, but we felt that we should make no exception to our rule."

"Are not the daily papers' solicitors persistent, too?"

"Indeed they are on our trail all the time. Three of them have got in this very day, though the street is closed by the police at both ends, owing to the Lip-ton tea fire last night.

"But," continued Mr. Moore, "we find it to our advantage to advertise in dailies and we don't let the solicitors' visits worry us unduly. As a class the newspapers' agents are pleasant fellows enough and the publishers certainly treat us handsomely."

"Even when they run temperance stories and Prohibition arguments?"

"Yes, we buy advertising space, not editorial policies. All our orders are t. f. after the original contracts run out. Our copy usu-

ally measures about 50 lines across two columns and inserted one, two or three times a week, the frequency of insertion varying in different papers. When a contract expires we make no formal renewals, but if we want to continue we simply notify the publisher to keep the ads running at the old rate until we tell them to stop. In this way we keep our ads going in some papers year after year. On the rare occasions when disputes between us and the publishers arise, a little good-natured diplomacy settles them."

Mr. Moore showed a chunky black-covered account book which he explained was a careful record of cases in which Old Crow bottles had been refilled. Federal and state law, he explained, gave the distiller ample protection.

"But even when there is no downright fraud, is there not substitution by which you lose part of the benefit of your advertising? If a man calls for Old Crow Rye in a barroom and cannot get it won't he take some other whiskey, rather than go elsewhere for a drink?"

"I'll answer that question by another. If you ask a haberdasher for an Earl & Wilson collar and he offers something else you may take it if you are in a desperate hurry, but you won't patronize that shop again, will you? It's the same way with whiskey. Sometimes when a consumer cannot get Old Crow in his own neighborhood he will write us direct and we will take the matter up. Here is such a complaint from a National Guard officer over in Brooklyn."

Mr. Moore said he could find no evidence that the Prohibition propaganda was hurting his business. Dealers raised the price of Old Crow in Prohibition communities on account of the risk they run. The general effect of Prohibition laws, Mr. Moore said, was to encourage the sale of bad liquor at high prices. As Old Crow is a "straight" whiskey, its proprietors are not concerned with the Pure Food Law.

## THE CREAM OF WHEAT CONTRACTS.

THEY ARE CREATING MUCH COMMENT, AND CRITICISM — NOT LIKELY TO MAKE ANY PERMANENT CHANGE.

There has been lively interest in the very astute and clever circulation buying of Mr. E. Mapes, secretary of the Cream of Wheat Co., Minneapolis.

Mr. Mapes has been vigorously advocating his ideas of circulation among the magazines making most careful bargains which are somewhat of an innovation to advertising men. The entire magazine field has been stirred up by Mr. Mapes, and sides have been quickly taken in the matter. Some advertisers and magazines hail Mr. Mapes as a Moses who is leading the advertising world to a promised land which will revolutionize the field for the better. But there are plenty of others who consider Mr. Mapes' plan as futile and hair-splitting.

Mr. Mapes makes a careful contract, or tries to make one, with every magazine on his list. He incorporates in them a stipulation guaranteeing the circulation in the fullest legal sense and giving him the privilege of auditing the books of each publication for the purpose of ascertaining the exact circulation figures, and compelling a rebate if circulation is not up to contract.

As a result he has met with many kinds of a reception. Some magazines of national prominence have absolutely declined to make contracts along the lines he insists upon, and others have taken his business under protest. Still others have signed contracts and found that the rebates necessary to give back were too much of a drain upon them, and have refused to renew this year.

All in all, it is said that Mr. Mapes got back at least \$27,000 in rebates last year from magazines whose circulations fell below.

Naturally, Mr. Mapes feels that he has been quite successful and

that any national advertiser who does not make a contract like his own is foolish. He believes that he is not only finely ahead of the game, but that he is starting a movement to put the whole advertising world on a better basis.

But there are proverbial slips twixt cup and lip.

Mr. Mapes has not been able to line up any large number of magazines to give him such iron-clad, triple-reinforced and steel armor plate contract as he asks. They point out the fact that Mr. Mapes is tremendously keen after his own advantage, but is not nearly so keen when it comes to working the proposition both ways. In other words, Mr. Mapes is not always willing, it is said, to agree, to give back *his own* good, hard cash if the advertiser has given him *over* measure. Mr. Mapes has turned down, it is claimed, more than one offer to sign his lovely contract if he would agree to pay for over circulation. Thus far Mr. Mapes has made only one such contract, as far as PRINTERS' INK's information goes, and that is with the *Woman's Home Companion*.

S. Keith Evans, advertising manager, said to PRINTERS' INK that he was perfectly satisfied with his contract.

"It is a good plan to try to have more accurate knowledge about circulations," said Mr. Evans, "and Mr. Mapes' zeal is very commendable in that respect. As it is now we sell him circulation at so much per page per thousand, and it doesn't matter if the same contract runs forever. We are assured of our proper compensation. But I don't see how Mr. Mapes is coming out. He's going to lose on the deal he has with us, as I figure it out. The smaller advertiser who comes in with us gets the benefit of the almost certain increase of our circulation above 500,000 guaranteed, while Mr. Mapes is bound over to pay us a rebate. We will get some of Mr. Mapes' money which he could keep if he hadn't insisted on contracting with us for a rebate, and if we hadn't insisted on a similar turn-about,

fair-play clause protecting ourselves.

"Mr. Mapes' doctrine is not likely to spread. It is driving bargaining too keenly for his own ultimate benefit. The magazines, in my opinion, will hardly stand for it. He is probably not willing to make contracts such as he has made with me with other magazines, and I think he will suffer more than the magazines from such policies.

"You see, circulation is a thing which simply cannot be predicted absolutely. A conservative guarantee by a responsible publisher is the only safe thing to steer by. John Adams Thayer's plan of scaling rates to circulation fluctuation, as you know, confused agencies so that they could not give accurate quotations at any given time. It isn't possible or practical to tell accurately for any given month ahead what circulation will be, and if a refund plan is to be adopted by advertisers, it must work both ways in order to be fair. And then, as I say, if you *do* agree to give rebates, as the contract calls for, in case the circulation figures fall below the guarantee, then it is quite likely the advertiser really loses money just as often, if not oftener, than he makes it—and where is the benefit?"

Another advertising manager of a magazine of National fame says that Mr. Mapes is very shrewd, very shrewd indeed. "He is eager for his own refund, but in the case of a big magazine which is pretty sure to grow he isn't binding himself to pay any rebates—not he. He has offered to some magazines (a very few) to pay a refund on over circulation, but he refuses to count the very cream of our free list. He asks us to send the magazine to his wife or other friends as a courtesy, and then he refuses to count it as good circulation. Now, I would like to ask him whether those persons do not read the magazine with just as much interest as anybody else? He draws very narrow lines. The only right judgment of circulation is whether or not it is *valuable* cir-

culation. Certain parts of a magazine circulation not actually paid for (though representing but a tiny percentage of the whole) is just exactly as valuable as the rest, and many of us think much more valuable, for it represents a much higher purchasing power than any other part of the circulation.

"But Mr. Mapes is bound to find himself up against many disadvantages to himself in his ambles up and down the magazine market-place, making regular Shylock bargains. I hear that some magazines won't run Mr. Mapes' copy under any consideration, and as I understand that Mr. Mapes is not too securely fixed in his distributive organization, I would warn him that he can't eat his cake and have it too. He'll kick the ladder from under him if he isn't careful."

Frank E. Morrison, advertising Manager of *Success*, says regarding the principles involved: "Every advertiser is entitled to know just what he is going to get for his money. That he should make the publisher *prove* to him the exact number of copies printed and distributed. In place of that wornout word 'circulation,' he should use the far more definite one—'edition,' which, according to Webster, means: 'The whole number of copies of a work published at one time,' whereas Webster defines circulation as: 'The extent to which anything circulates or is circulated.'"

"Where the number of copies printed falls short of the publisher's claims, the advertiser should be rebated in proportion to the discrepancy."

He says, "advertisers are solicited by *Success* on a basis of 300,000 copies printed and distributed, and last April, through a mistake in the number of covers received from the printer, the whole edition could not be sent out and advertisers or their agents were rebated for the shortage. This will be done in every case where we fail to make good our claims as to the number of copies we print and distribute."



# A Century Ago

nearly everything was produced on the farm. Clothing was spun, woven and made by the busy hands of farmers' wives and daughters. Changed indeed have become the conditions today. At present many farmers do not raise even the food they eat. Clothing, furniture, almost everything is bought from the stores. The advertisers' opportunity, therefore, is almost as wide in the country home as it is in the city.

To supply the forty odd million population on the farm requires from \$500,000,000 to \$600,000,000 for clothing, hats and shoes; \$125,000,000 to \$150,000,000 for house furnishings; \$40,000,000 for lighting and as much more for books, etc.

The farmer and his family want good things, and what they want they usually get because with their abundant prosperity they have the price.

## The ORANGE JUDD TRIO

are often called "The Three Big Agricultural Weeklies." This is so because they are big in size, big in editorial influence, and big pullers for advertisers.

Orange Judd Farmer covers the central West; American Agriculturist the middle and southern states; while the six New England states are covered by the New England Homestead. Circulation 250,000 copies weekly—the very best farmers, too.

We believe we can be of some assistance to you. If we cannot, we will gladly say so, since we are not looking for failures.

### ORANGE JUDD COMPANY

Western Office:  
448 Marquette Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.

## COLLIER'S GIVES REFUND ON CIRCULATION.

A MOST IMPORTANT STEP, ENTIRELY NEW IN THE PUBLISHING BUSINESS—THOUSANDS OF DOLLARS RETURNED TO ADVERTISERS—CERTIFIED AUDITS FOR COLLIER'S CIRCULATION HENCEFORTH.

*Collier's Weekly* has taken one of the most significant steps ever taken by a publisher.

Not satisfied with audit circulation certification which in itself is a step ahead for *Colliers*, it is actually giving a pro rata refund to advertisers for the 1908 shortage below the 500,000 guarantee which the certified audit figured out. This shortage amounts to 2½ per cent.—the actual audit figures being 487,410—96 per cent. of which is paid circulation.

This step was carefully and deliberately decided upon after dissatisfaction with the more uncertain circulation statements which have heretofore prevailed.

Robert J. Collier made the initial move after much thought on the matter and drafted the following letter to E. C. Patterson, advertising manager, which is itself the best explanation of the event:

"Dear Mr. Patterson:—

"I have been working for the past two weeks on a statement that is to be printed as an eight page announcement in the "New Year" number of *Collier's*, dated January 2nd. In it I have tried to tell for the first time the complete story of *Collier's*—its business methods, its advertising policy, and its editorial aims.

"While engaged in preparing this material, there was one point to which I devoted considerable thought, and that was the right of the advertiser to know circulation figures. The policy of publishers on this question, with a few exceptions, ranges from a flat refusal to quote circulation at all, to tacit admission of the advertiser's right to know what he is buying, in the form of vague and unconvincing circulation statements.

"Several years ago a group of national advertisers formed an association with the avowed purpose of insisting that publishers reveal their circulation figures. At that time I instructed Mr. Nast to permit an examination of our books at any time by the association's auditor. Since then I have learned that these examinations are for the benefit of a comparatively small number of advertisers and the results are treated as confidential. Now I believe that if we give one advertiser the right to examine our books we should extend the same privilege to every one who uses our columns.

"Consequently, I have determined that *Collier's* circulation hereafter will be audited and certified to by chartered accountants; Messrs. Price, Waterhouse & Co., the best known firm of accountants in America, are now at work on our books. Should their examination show that we have fallen short of the 500,000 average on which our rate is based, I shall be prepared to pay a pro rata refund to advertisers. As the complete returns of a number are not in for seventeen weeks, they will have to make their report from October, 1907, to October, 1908.

"Dating from the number of January 2nd, *Collier's* will continue to guarantee 500,000 circulation. At the end of 1909, an audit of our books will be made by Price, Waterhouse & Co., and should their statement show an average of less than 500,000, we will pay a pro rata refund. It is my intention, if possible, to go still further,—namely, to give each advertiser a statement of the exact circulation of each number he uses and refund him not on the average of all the numbers, but on an average of the numbers in which his advertisements appear.

"This last idea is being worked out by accountants now. Should it prove practicable, as I am sure will be the case, it will place advertising for the first time on an absolutely sound business footing.

"I hear so many irresponsible figures about circulation that I have determined that henceforward *Collier's* will practice in its business policy toward advertisers what it preaches in its editorial columns.

"Sincerely yours,  
"ROBERT J. COLLIER."

Accompanying this revolutionary announcement from Mr. Collier, Mr. Patterson sent out a letter to advertisers and agents, commenting thus:

"Gentlemen:

"It is with pride that I attach the reprint of a letter written to me by Mr. Collier, stating his position on the question of circulation.

"Every advertiser, large or small, is vitally interested in circulation and I know you will appreciate Mr. Collier's attitude.

"Sincerely yours,  
"E. C. PATTERSON."

Following this announcement the chartered accountants engaged by *Collier's* set to work at once and minutely examined the circulation lists. They spent a long time on this work, going into it very fully. Their report, when ready, was as follows:

"Messrs. P. F. Collier & Son,  
New York City.

"Dear Sirs:

"We have examined the circulation records and financial books of Messrs. P. F. Collier & Son, and we certify that the average net circulation of the fifty-two issues of *Collier's*, from October 5th, 1907, to September 26th, 1908, excluding copies returned, or used by solicitors, was 487,410. Of this average over 96 per cent. was paid circulation, the remainder consisting of copies sent to United States embassies and consulates; to artists and authors; to clubs, steamships, trains and hotels; to advertisers; to editors of important journals; and to others on the personal lists of Messrs. P. F. and R. J. Collier.

"It is impossible to bring the statement down to January 1st, 1909, for the reason that returns from the American News Com-

## 500 Reports Prove Its Value to General Advertisers

We made a thorough inquiry. 500 subscribers sent in reports. 95% said they used breakfast foods and canned goods, for instance.

## Gleanings in Bee Culture

reaches (guaranteed) 35,000 homes, 50% of which are farmers, and the other half people of the best suburban type, who buy of dealers.

These people are a most exceptional class for general advertisers to reach.

**Gleanings in Bee Culture**  
MEDINA, OHIO

If you are a prospective advertiser, uncertain as to ways and means,—or are now advertising with unsatisfactory results, we want to show you how **real advertising** will pay you. We make advertising successful by handling it as plain, printed

## WE CAN MAKE

salesmanship. When you deal with us, we first determine whether or not your business or product **will stand advertising**;—and if it won't, we don't undertake or advise you to advertise it. Everything in advertising can be safely entrusted to us. We can write and illustrate your copy, set your ads, and write and print your booklets and attend to every publicity detail. In this organization you get the personal service of experienced advertising men, and deal with the only advertising agency operating its own Printing and Ad. Setting Plant. We can place your ads. anywhere at the lowest rates, and publishers' would like to convince you by what we have done for others, that we can make **your ads pay**. Send for book and samples of our work.

**PARKER-BARRETT ADVERTISING AGENCY**  
324 Dearborn Street, CHICAGO

pany are permitted for seventeen weeks after the date of issue.

"Yours very truly,  
"PRICE, WATERHOUSE & Co.,  
"Chartered Accountants."

Accompanying this report upon the circulation of the year 1908, Advertising Manager E. C. Patterson has now issued his announcements of this refund. He contents himself with sending out over his own signature this announcement:

"For the year 1908 *Collier's* guaranteed an average weekly circulation of 500,000 copies.

"The audit by Price, Waterhouse & Co., copy of whose certificate is attached, shows that the actual circulation was 487,410.

"Under our guarantee you are, therefore, entitled to a refund of a trifle over two and a half per cent. A check for this amount is being mailed to your advertising agency.

"*Collier's* guarantees to every advertiser for 1909 an average of 500,000 copies (over 96 per cent. of which is net paid) for the numbers in which each advertisement appears. A pro rata refund will be made to every advertiser for any shortage of this guarantee. Any advertiser will have access to our circulation books at any time.

"Sincerely yours,  
"E. C. PATTERSON."

Copies of the above letter were addressed to the advertising agents, and to a large list of prospective advertisers whose business *Collier's* hopes to get during 1909 on the strength of the stand taken.

To say that advertisers as well as advertising agents are surprised is putting it mildly. Many letters are coming in expressing both surprise and gratification at the move.

In the opinion of many advertisers, the announcement is a strong and straightforward statement which is going to help *Collier's* very much and strengthen them materially. It is a remarkably convincing step toward positive and proved circulation. To give back *actual cash* to ad-

vertisers is regarded as unquestionable evidence of good faith. On so large and general scale as this no publisher in the country has ever adopted such a refund policy. Among those who have been fighting for years to secure proved circulation statements from both newspapers and magazines, the *Collier* announcement came most welcome, and some of them predict that before the year is out there will be many more publications following *Collier's* lead.

One of the curious and somewhat unexpected developments following the *Collier* announcement is that the advertising agents are placed in the position of being asked to give back some of their profits to advertisers. Of course, none of the agencies are keen to be suddenly asked to turn back some of their profits, but the general feeling among agents is illustrated by the remarks of one of the largest agents in the country.

Soon after the announcement reached him, last week, he called up *Collier's* and asked in a solemn and ominous tone, "Gentlemen, do you realize that your announcement is going to compel me to dig down in my trousers for several thousand dollars which I thought was mine for good?"

But when the *Collier* people showed signs of feeling anxious about the agent's solemn tone, he suddenly laughed, and said, "That's all right! Here are my congratulations. I don't care if it's going to cost me money: it's worth it to have *Collier's* take that stand, and spread their example. It's a distinct move up in the whole publishing field."

Similar opinions are heard in every direction, and *Collier's* is expected to grow even more rapidly in favor as a medium than in the past. Says B. Mathewson, eastern advertising manager, "We have always suffered from the absence of such a move as this. Not having an absolute and unquestionable audit has placed us in the position where we were credited with having less circulation than

we really had. Not coming out absolutely in certified openness about circulation, we were sometimes rated at a lower standard than we were entitled to. Individual advertisers, etc., made investigations, but there was nothing standard and finally authoritative on the matter of circulation. We have been so busy building up the editorial end and making a magazine which the people want, that our circulation standing with advertisers has never received authoritative attention until now. Mr. Collier has realized that the time has come to take the matter in our own hands—that the way to make our circulation as definite and certain a commodity as anything else that one buys, was to get impartial, professional outsiders who understand circulation figures, to come in and go over our books. Their report we adopt as standard and final, and upon their figures we base our dealings with advertisers. If the figures do not measure up to the mark at any time, we refund the advertiser.

"One large national advertiser who has always been an astute buyer of circulation, and who is noted for making contracts calling for very exact circulation, has been so pleased at our stand that he said to us, 'Gentlemen, to show you how I appreciate your plan and how much in earnest I am in my effort to get open and definite circulation for my money, I will go you one better,—I will agree to give you a refund if you run above your circulation guarantee.'"

"We believe our new plan of refunding will end for all time the slightest question as to our circulation, and put us on a splendid basis to get business."

In the aggregate, the farmer's wealth is four times the value of the products of the mines, including oil, gas and the precious metals.—Prof. Charles William Burkett, Editor American Agriculturist.

The Tampa Tribune now issues seven editions a week. Hitherto publication on Mondays has been omitted.

Andrew Jackson Aikens, part owner and general manager of the *Evening Wisconsin*, Milwaukee, one of the best known newspaper publishers in the country, died January 22d, at the age of 80 years, as the result of a stroke of paralysis suffered several days ago. He was a native of Vermont and learned the printer's trade in Woodstock. He was the founder of newspaper unions in several cities, for the printing of "patent insides," and in this venture his life-long friend, the late George P. Rowell, was associated with him for a time.

## Man Wanted!

A New York Advertising Agency desires the services of a business getter (experienced). The Agency is small but growing every day. Congenial associations and an excellent opportunity awaits the right man.

Please do not apply unless prepared to bring immediate business or accomplish results!

Write stating full particulars.

C. O. S.

Care Printers' Ink

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate 35c. flat. Why not let us run your ad in the

## Lincoln Freie Presse

LINCOLN, NEB.

THE LEADING THEATRICAL WEEKLY

# VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office: KNICKERBOCKER THEATRE BUILDING, New York City

## Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Earnest Elmo Calkins

A "holiday-rush" clerk in a book-store went up to the floor-walker with a book and said:

"The lady over there wants to know whether or not this book is illustrated. Is it?"

The floorwalker carefully opened the book and looked at it and said:

"It is," and handed it back.

The clerk went back and told the customer it was an illustrated book.

Such is the mental attitude of a great many advertisers toward the necessary designing used in advertising. The fact that they do not know would not hurt, if it were not also true that they do not know they do not know.

The illustration in an ad—or the design, if you please—has the same part to play that the text has: to tell the kind of story that will sell goods.

\* \* \*

Advertisers seem to be in great fear of going over the heads of the people, their customers, but I venture to assert that more ads have failed because they were illustrated too far below the intelligence of their readers than because they struck too high. After all, a picture is a picture, intended to say something, no matter for what it is drawn. It seems natural that the more clearly the picture shows what it was intended to show the better it is, and, of course, the better the picture, the better the artist must be who draws it. All of which is an argument in favor of having better artists to do our commercial designing.

When the illustrations in the advertisements are below the level of the illustrations in the body of a magazine, something is wrong. Either the art editor has aimed too high, or the advertiser has aimed too low. Of course, art editors do sometimes aim high, but

behind the art editor is a cold and unfeeling character, called a publisher. If the art editor aims too high too many times, the publisher will get a new art editor, because the publisher is engaged in selling his product, the magazine, by the aid of the efforts of his art editor, just as even you and I are engaged in selling our products by the aid of an advertising artist.

Therefore, it is safe to say that in large magazines of wide circulation the art editor guesses right. When he puts a cover design on a magazine, in most cases he hits his audience, just as the editor hits his audience in the kind of matter he selects to print. If he did not hit this audience pretty frequently the magazine would soon cease to have any circulation at all.

Most of the million people who buy the *Saturday Evening Post* like it; otherwise they would not buy it. Therefore, it is safe to say that a Harrison Fisher cover, a Guernsey Moore decoration and a James Montgomery Flagg illustration are the sort of things the readers of the *Saturday Evening Post* best like. If so, then does it not follow that the advertisers in the *Saturday Evening Post* should get into the Harrison-Fisher-Guernsey - Moore - James-Montgomery-Flagg-class? Instead they go to the so-called commercial artist, just graduated from retoucher in an engraving establishment, or to the man who has just finished his third year at the League and is doing advertising work to make money and fill in until he can get up to where he can do real Art, or, what is even worse, to that good artist who is so dead to all better feeling that he will perpetrate a monstrosity because he is paid for it, and will show a suit of clothes which looks as if it had been hammered out and riveted in a boiler factory, so



hard is it, because the advertiser for whom he works says that's the way he wants it done.

All glory to that little band of real artists who have shown the advertiser the door rather than draw an unnatural, distorted and false picture simply because the advertiser was ready and willing to pay for it.

This is a plea for good illustration or good designing. By "good illustration" I mean a picture carefully drawn to show whatever it is intended to show. The people should be alive; they should be real; they should be in natural positions; they should show appreciation, enjoyment or whatever emotion the article advertised is intended to cause. If it is a design, it should be well balanced, should harmonize and be good in color, with clear, legible lettering. Nothing excuses bad lettering, and nothing excuses so-called good lettering of a class that is not easily read, especially when the most beautiful lettering in the world, the Roman lettering which has been used for inscriptions for three thousand years, is still the best lettering that mankind has produced.

\* \* \*

It all seems so easy when the things that are good in the art sense are in every case the best things for advertising. Simplicity, clearness, harmony, balance—all those things are as necessary to convey a message to the unwilling purchaser as they are to produce a good design.

By "design" I mean the whole page or the whole advertisement—the combination of picture and type which makes one complete whole.

The drawback to accomplishing this is the attitude of the advertiser who stands, as every advertiser does, toward his own product as something peculiar, holy and unapproachable, which cannot be illustrated in any known modern way, or advertised according to the lines that are successful for any other product.

This same man will admire an automobile poster by Penfield, or

a phonograph advertisement by J. J. Gould, but he says that when it comes to a collar, a collar must be done in this way. That means a collar against a background of nothing, without a tie, without a shirt and without a man.

Why?

Because he is a manufacturer of collars, and that is the way he has taught himself to look at a collar. He doesn't look at a collar as something to be worn. He looks at it as something to be manufactured and sold. Therefore, he wishes to show the collar in all its nudity without accessories, but you and I who wear collars and do not make them—our only thought of a collar is something to adorn our necks, against a background of us, helped out by a tie.

\* \* \*

The automobile man, however, who prefers to have *his* collars advertised by necks and ties, because he is the wearer, as the manufacturer of an automobile, wishes to show a car paralyzed into an almost unnatural stillness, with every high-light unduly emphasized, with every bolt and nut showing, even if you have to make every bolt and nut larger to make them show; while the manufacturer of a refrigerator is unhappy if the name of the phonograph cannot be read easily on the box at a distance of one thousand yards.

All such forget that the first aim of an advertisement is to get at the people it wants to reach and sell them goods. They sacrifice the quick and instant attention to accomplish a certain thing—that is, to show the goods the way the manufacturer thinks they ought to be shown, instead of the way the people expect to see them. This is responsible for nine-tenths of bad advertising design which could easily be good.

The remedy is education. Be patient with the advertiser. Show him and go along with him slowly. He will start with his automobile fresh from the photographer, retouched by an engraver, and he will wind up with a picture of a car in motion, filled with people thoroughly enjoying

themselves, an actual scene which looks just as a car looks when it flies by you on the road.

### A BARGAIN COUNTER WEDDING.

BERNHEIMER, OF BALTIMORE, PERPETRATES THE VERY LATEST ADVERTISING SCHEME, A "MARKED DOWN" WEDDING — EVERYTHING INCLUDED, AND A WEDDING PRESENT, BESIDES.

Bernheimer up front again for startling advertising innovations!

This time it's a complete wedding—music, flowers, ceremony, ring, absolutely everything, marked down to \$98 and pulled off in a modern—a tremendously modern—department store.

Bernheimer cares naught for traditions. No more can the reporters say "quietly united in matrimony at the home of the bride," or "as the strains of Lohengrin stole through the dim cathedral, the bride and groom advanced," etc. Hereafter, in Baltimore it will be "were united in the bonds of wedlock at Bernheimer's, after the floor had been cleared of the bargain rush on 98 cent petticoats, reduced from 67 cents."

It is rumored that Bernheimer is giving Cupid a secret rebate on new business, and intends to create an epidemic of marriage by low prices and an advertising campaign. As the ad says, "Who but Bernheimer?"

#### A COMPLETE WEDDING FOR \$98

*And Besides  
Bernheimer Gives You  
A Wedding Present  
Your Choice of  
An Extension Table, Couch,  
Chiffonier, Set of Chairs  
Or Brass Bed  
Read!*

Wherever there's anything new in modern merchandising or in up-to-date business ideas it's Bernheimer who promotes them. Years ago when Bernheimer put forth the department store idea of selling everything, almost every other merchant laughed and boo-hoed the idea, but since then you have taken notice that most everyone has followed in Bernheimer's footsteps as far as they could, but for originality there's but one Bernheimer. The following item will again convince the public of the superi-

ority of Bernheimer as a merchant, namely: We will furnish a complete wedding for 50 persons for \$98, children half price, each additional person \$1.50, with a dinner and dance to follow. We will furnish the license, clergyman of any denomination and carriage to call for the bride and groom, if you so desire, and the following menu:

Oyster Cocktail	Olives
Noodle Soup	
Celery	Kennebec Salmon, Anchovy Sauce
	Julienne Potatoes
Tenderloin of Beef, Mushroom Sauce	Orange Punch
Roast Young Turkey, Cranberry Sauce	Lettuce Salad, Mayonnaise
	Mixed Nuts and Candies
Ice Cream	Assorted Cakes
Rolls	Coffee

Or any other menu you might select—with neat and pretty waitresses at your elbow to cater to your wants; a piano and pianist at your disposal or as many more pieces as you may desire, with extra charge, or you can furnish your own music, but they must be union musicians. After wedding dinner, we clear floor and you can enjoy dancing until midnight. Screened from the vulgar gaze of the outside public, for everything is strictly private, and, above all, no intoxicating liquors of any kind allowed in the building, but we furnish all soft drinks.

Mr. Bernheimer, like our illustrious president, believes in young people marrying, and to encourage them he will give as a wedding present your choice of an extension table, couch, chiffonier, set of chairs or brass bed.

There are all conveniences at our store. Our fourth floor restaurant is very roomy—we will furnish the finest table linens, napkins, plate, cutlery and decorations. There's plenty of room in which to dance; accommodations to check your wraps. You can get married anywhere or the ceremony can be performed at our store. The time allotted is from 6 evening until 12 midnight; all over that time we charge \$10 for each additional hour. Any night except Saturday or Sunday night. You enter on Fayette St. There's plenty elevator service; in fact everything is first-class, and besides giving you the above-mentioned present, we will bake you a beautiful wedding cake (from our own bakery) free of charge, and all of that for \$98. Who but Bernheimer? See Mr. Gilbert, Restaurant, fourth floor. We also cater for serving parties of all kinds. Presents displayed in Fayette St. show windows.

Charles M. Peck, general manager of the Newark *Star*, who has been breaking records at his job, has had a varied career and is widely known. He has been advertising manager for Rothschild in Chicago and Siegel-Cooper in New York, and has been connected with the Van Cleve advertising agency.

# We want another “big” man—to fill a big job.

We want a general representative on the “outside”—with the idea of letting him in “on the inside.”

We want a man with business established, because that is an evidence of ability.

It isn't that we need solicitors—but we *do* require a man of caliber to help develop inquiries and “leads.”

The Federal Advertising Agency offers its representatives and clients resources and support that are more distinctive than the usual “agency” equipments.

We are not interested in men who cannot command big money.

Communications can be addressed in confidence to

**Federal Advertising Agency**  
231 West 39th Street  
New York City

PUBLISHER'S OFFICE

*January 10, 1909.*

*To Our Advertisers:*

THE PUBLISHER OF

# *The Chicago Examiner*

*Begs Leave to Announce*

*That the present CITY CIRCULATION of the CHICAGO DAILY  
EXAMINER is 130,400 copies, of which*

*NINETY THOUSAND*

## NINETY THOUSAND

are delivered by carrier directly to the homes of subscribers.

This delivered city circulation is equal to that of all other Chicago morning papers combined.

More copies of the SUNDAY EXAMINER are SOLD than are PRINTED by ALL of the other Chicago Sunday papers.

The publisher desires to emphasize the notable fact that the weekday issue of the EXAMINER is probably the only morning newspaper in the United States or Great Britain with three-fourths of its circulation in its home city.

Sunday Average, 625,228      Daily Average, 173,474

## THE ASSOCIATION OF AMERICAN ADVERTISERS MEETS.

The annual meeting of the Association of American Advertisers was held at the rooms of the Board of Trade, 203 Broadway, New York City, on Wednesday, January 20, 1909.

The following members of the Association were represented: Carter Medicine Co., H. H. Good; Omega Chemical Co., B. M. Moses; Bon Ami Co., L. H. Soule; Orrine Co., E. P. Mertz; Armour & Co., E. B. Merritt; Philo Hay Specialties Co., W. Hardham; Andrew Jergens Co., Geo. E. Hall; Fels & Co., Geo. Nowland; Enoch Morgan's Sons' Co., W. B. Spratt; Booth's Hyomei Co., A. N. Drake; a number of members being represented by proxy.

The report of the secretary, T. E. Crossman, outlined the work done during the year 1908, and showed that the activities of the Association had been maintained in a vigorous and successful manner, more work having been done during the year, with a greater income, than in any previous year.

One hundred and twenty-six publications, among those which had been examined and reported upon during the year, by the experts of the Association, had secured certificates of circulation, which had been circulated quite freely among the advertisers of the country.

Over 200 display notices relating to the suppression of "substitution" had been published in various papers at the request of the Association.

The report of the secretary showed that a large amount of street car checking had been done, covering seventeen different States.

The report of the secretary further showed that the usual statements of circulation to be incorporated in the annual book of circulation statements issued by the Association are being filed by the papers for 1908, some 2,000 statements being received. These state-

ments show the classification of circulation into newsdealers, carriers' routes, newsboys and counter sales in the city, and newsdealers, R. F. D. routes and subscribers by mail out of the city, under paid circulation, with a statement of the unpaid circulation separately. In most instances the publishers who file statements of circulation grant permission to the Association to verify such statements by an examination of their circulation records, which examinations are subsequently made.

The Association has recently had compiled a circulation record book, it being the aim of the Association to encourage publishers to keep their accounts in good order to facilitate the work of examination, these books being prepared with that object in view. Quite a number of these books have been procured by publishers in various parts of the country.

The Association also issues an "Examination Electrototype" certifying that the publication to which the electrototype is issued has had its circulation records examined and certified to by the Association. One hundred and sixty-four of these electrotypes have been issued to publications during the past year.

The report of the Committee on Circulations, Mr. B. M. Moses, chairman, showed that 331 reports of examinations had been issued during the year 1908, covering twenty-three States and the Dominion of Canada, and a total of 111 cities.

The Association has recently undertaken to issue reports of examinations of trade papers, and a list of nineteen such papers in various parts of the country was given.

The report of the treasurer showed that the income during the past year had been \$14,328.80, with expenses of \$12,681.14, leaving a balance of \$1,647.66, and accounts receivable, \$1,363.67.

The Association passed a resolution that examinations of papers in any given city be not made oftener than every eighteen months, unless all the papers in



such city unite in requesting a re-examination at a more frequent interval.

The following officers were elected for the ensuing year: President, B. M. Moses, Omega Chemical Co., New York City; first vice-president, W. B. Cherry, Merrell-Soule Co., Syracuse, N. Y.; second vice-president, H. H. Good, Carter Medicine Co., New York City; treasurer, W. B. Spratt, Enoch Morgan's Sons' Co., New York City; secretary, T. E. Crossman, New York City.

Members of the Board of Control (one year): R. E. Queen, California Fig Syrup Co., San Francisco, Cal.; L. H. Soule, Bon Ami Co., New York City; W. M. Wilkes, Van Camp Packing Co., Indianapolis, Ind.; G. M. McCampbell, Jr., Hall & Ruckel, New York City; E. P. Mertz, Orrine Co., Washington, D. C. (Two years): C. W. Post, Postum Cereal Co., Ltd., Battle Creek, Mich.; E. B. Merritt, Armour & Co., Chicago, Ill.; Geo. Nowland, Fels & Co., Philadelphia, Pa.; J. M. Campbell, Proctor & Gamble

Co., Cincinnati, Ohio; A. N. Drake, Booth's Hyomei Co., Buffalo, N. Y.

#### ROSENBAUM STARTS AN AGENCY.

Irving Rosenbaum, who has been connected with the advertising department of the *New York Times* for the past thirteen years, has resigned and started an advertising agency in the Townsend Building, 1127 Broadway, New York City. The agency will be a "service" one, says Mr. Rosenbaum, in every sense of the word.

A luncheon was given to Mr. Rosenbaum in the Peacock Room of Murray's on Saturday afternoon, January 16, by his associates in the advertising department. Seventy people were present, among them being Louis Wiley, business manager of the *Times*; Archibald S. Seixas, classified advertising manager; Gay Bradt, advertising manager of the *New York American*; John Thompson, associate editor of *Pearson's Magazine*; F. James Gibson, of the *Suburban List*; Frank R. White, advertising manager of the *Golfers' Magazine*; Herbert R. Jackson, advertising manager of the *Bronx Home News*; Edgar I. Van Slyke, of Mitchell Kennerly, and Col. B. W. Wrenn, president of the Manhattan Auto Car Company, all of whom have been associated with Mr. Rosenbaum on the *Times*.

## Worcester, Mass.

The ONLY Worcester Daily Paper (the Gazette has no Sunday) to show an increase in advertising. On advertising run during the entire year of 1908 on week days the GAZETTE GAINED 90,510 lines.

Nearest competitor LOST 105,770 lines

Next nearest LOST 401,210 lines

For **Worcester**—the **Gazette**

LARGEST EVENING CIRCULATION

December Average 15,749 copies daily

JULIUS MATHEWS, Special Representative.

## A HEARST STAFF CHANGE.

W. H. Johnson has been appointed advertising manager of Hearst's *American Sunday Magazine*, which is a part of the New York *American*, Boston *American*, Chicago *Examiner*, Los Angeles *Examiner* and San Francisco *Examiner*.

Mr. Johnson has had a great deal of experience in the advertising business, both as a buyer and seller of space. He was formerly with the Sherin Advertising Agency, in charge of the contract department, afterwards being business manager of the Tacoma *News*, where he got a good deal of experience in publishing newspapers for the reason that during the time he was in Tacoma Mr. Perkins, the publisher, was in Europe a great deal of the time and Mr. Johnson not only managed both papers, but the construction of their new building was under his supervision.

He resigned from that position to come East about a year ago, and has been office manager for the S. C. Beckwith Special Agency, where he was very successful as an executive man.

During the past year the Hearst organization has added several very successful men to its staff, including M. D. Hunton, A. P. Coakley and Howard Davis.

## POLYGLOT PRINTERS.

LANSDOWNE, PA., Jan. 15, 1909.

Editor of PRINTERS' INK:

In answer to the inquiry from the Gilbert Publishing Company, p. 19 of the current P. I., there is, or was recently, a Modern Languages Press in New York City, organized especially for printing in foreign languages.

Should this concern have gone out of business, the Press of the University of Chicago would probably give excellent service.

Yours truly,  
JOHN STARR HEWETT,  
95 Greenwood Ave.

The big annual review number of PRINTERS' INK was so bulky that it split its envelope in some cases after coming through the mail. R. F. R. Huntsman, whose envelope was among those torn, writes: "When you issue Brobdiagnian editions you'll have to use a heavier envelope or deliver by means of a shawl strap. This copy was so full of goodness that it burst open like a persimmon—though not by reason of frost."

## THE PRESS AGENT.

NORTHERN ELECTRICAL MFG. CO.  
MADISON, WIS., Jan. 17, 1909.

Editor of PRINTERS' INK:

Lest the press agent be dismissed without a word as to the honorable antiquity of the profession, listen to what a learned Italian said recently in a lecture at Columbia University:

"Wine" was the subject of Sig. Guglielmo Ferrero's paper. "The important part that wine played in aiding the Romans to make their conquests has been underestimated. Roman wine became famous not so much through the merchants that dealt in as from the litterateurs who wrote about it. We find many illusions to wine and its wonderful effects in the writings of such men as Horace. Such writings served to contribute a great deal to the fame of the Italian vineyards."

That Horace was a press agent is not as humiliating as the thought that he may be the progenitor of the "Buy wine" propaganda of the wine agent.

OTTO KING.

## THE HUSTLING CHRONICLE.

Harlan M. Brush, who six months ago bought four newspapers in Orange, N. J., and consolidated them into the *Daily Chronicle*, has succeeded rather remarkably with the enterprise. It finished last week a big subscription contest for a piano and many other things, which resulted in thousands of new readers. Nine big national advertisers have taken space in it—some of whom never go into ordinary publications so lately organized. The hustling which has resulted in all this is of the most up-to-date variety. Mr. Brush is widely known as a newspaper hustler. Over two million votes were cast in the subscription contest.

Franklin P. Alcorn has severed his connection with Payne & Young and he now begins business as a special agent, after 12 years' experience in the Eastern field.

Mr. Alcorn first imbibed the spirit of advertising under the able direction of Charles J. Billson—from whom he parted to open and conduct the Eastern office of Payne & Young. For almost five years he has successfully handled Payne & Young's list in the East, and those publishers whose interests he has looked after testify to his conscientious labors and his knack of delivering results.

*Case and Comment*, Rochester, is conducting a campaign to get more general advertisers into its columns, which reach lawyers and judges in large number.

The Chicago Advertising Association is doing some very practical things for business. It has a trade extension committee. On January 14 this committee arranged for an address by K. Matsubara, consul of Japan, on the subject of "Japan as a Market for Chicago-Made Products." The address (as have some other similarly good addresses) occurred during the lunch hour at noon. Some very interesting information was brought out.

*Listen to the Man who has no Axe to grind*

# HULL Advertising Appraiser

makes an investigation of your product from every angle. He then reduces your situation right down to a simple formula. He gets at the vitals. In his report he points out the issue upon which to build the campaign. This may mean a trade name, trade-mark, a nickname, phrase or slogan. It may mean elimination of something seemingly profitable. This is not done by guess. He works at a case just as a chemist makes a laboratory test. Advertising is pure guess-work to those who do not understand the three reactionary laws governing it. Any man might run a locomotive after an hour's instruction as to starting and stopping—but advertising has no rails. Advertising is the opposite from what it looks to be. It is triangular. It resembles a game of billiards or pool. The important thing to know is the shape and susceptibility of your business—the table: its capability in the counter act.

If you are about to advertise, or if you are an advertiser, would it not seem reasonable to take counsel from some one not influenced by profit or commission? Some one who treats the matter professionally and candidly?

I am not affiliated with any Publisher, Advertising Agency, Printer or Promoter. I do not write, prepare or place copy. I merely help you decide upon the safe and proper thing to do. There are many machines to do the rest.

**JAY WELLINGTON HULL**

**600 TRIBUNE BUILDING  
NEW YORK**

**HULBERT BUILDING  
CINCINNATI**



## Three Giant Strides in Piano Playing

"Eleven years of actual use, its popularity continually enhanced by improvements, until it now stands as nearly perfect as human brains and ingenuity have been able to make it." This is the history of the *Angelus Player Piano*, as its manufacturers recount it.

"The Angelus was the *pioneer*," their story runs. "The Cabinet Angelus was the first practical instrument of its kind to be marketed. To keep it first, its inventors have not only made it the *most artistic instrument* of its kind, but have endowed it with *three exclusive features* which put it in a class by itself. These features have been styled by musicians the 'Three Wonders of the Angelus.' No other piano player has them.

"In the *Melodant* the makers of the Angelus have achieved a result vainly sought for years by their competitors—a device which enables the performer to bring out and clearly emphasize the air above the accompaniment like the glistening ripples on the steadily flowing stream.

"The *Phrasing Lever* affords a marvelous control of tempo, which is possible for the Angelus alone.

"The *Artistyle* is a system of roll marking which enables the performer to give, even to compositions that he has never seen, a pleasing interpretation and a musicianly rendition."

Their success is attracting public attention to the Angelus through the medium of Ainslee's magazine, as is told in the following letter, which has been forwarded to Ainslee's through the Frank Presbrey Co., who prepare the Angelus advertisements:

Meriden, Conn., Jan. 20, 1909.

MR. C. C. VERNAM,  
General Manager Ainslee's Magazine,  
New York, N. Y.

Dear Sir:—We congratulate you on the enormous number of sales we have made through advertising in Ainslee's magazine. No medium we have used brings us a larger percentage of results, and this percentage is growing every year. We find that Ainslee's reaches the same classes of people the general magazines do, and is largely read in the homes, especially by women. You will continue to have our business.

Yours very truly,  
THE WILCOX & WHITE CO.,  
Makers of the Angelus.



## Thousands of Users

of the Angelus have learned of it through the advertising pages of AINSLEE'S Magazine.

AINSLIE'S was selected by the makers of the Angelus as one of the best means of reaching the largest possible number of American homes.

They found the regular monthly circulation of AINSLEE'S to be 250,000 copies per month, the rate \$250 per page.

The makers of the Angelus were convinced by the reports on big results obtained by a long list of advertisers who used AINSLEE'S that this kind of advertising pays.

They found that an importer of high-priced foreign automobiles had received more profit from his page advertisements in AINSLEE'S than from any other medium.

They found that a maker of high-grade furs had received more inquiries, made more sales and realized more profit from his page advertisements in AINSLEE'S than from any other medium.

They discovered that a manufacturer of high-grade automobiles received more inquiries, could trace more sales and made more profit from his page advertisements in AINSLEE's than from any other medium.

These facts proved that the sort of people the makers of the Angelus wish to reach are readers of AINSLEE'S.

They believe these big results due to the fact that AINSLEE'S reaches so many thousands of American homes.

They believe that the rate charged, in proportion to the number of homes reached, makes advertising in AINSLEE's the most economical advertising.

The same advantages enjoyed by the makers of the Angelus and by hundreds of other advertisers are available to you.

Do you need any more convincing facts? If you do, write to

*W. Keenan*

### General Manager

7th Ave. and 15th St., New York City

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.

OFFICE: 12 WEST 31ST STREET,

NEW YORK CITY.


Telephone 5203 Madison.

The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston.  
JULIUS MATHEWS, Manager.

Western Representatives: HOWSE & LITTLE,  
Association Building, Chicago

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

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New York, Jan. 27, 1909.

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## **Cream of Wheat Contracts**

When a man begins to drive a bargain hard, he usually gets all the bargaining he can stand, and more. Mr. E. Mapes, of the Cream of Wheat Co., has been illustrating this ever since he first began to push his campaign for refund contracts among the magazines. It takes two to make a bargain, and from the evidence presented in the interview printed this week in these pages, PRINTERS' INK believes that Mr. Mapes has fired a boomerang into the air with great vigor, and that it is coming right back at his own feet.

It is a wholly creditable thing to try to raise the standard of accuracy in circulation statement among publishers. Few have been so active in behalf of this principle, and so long, as PRINTERS' INK. But sharp bargain driving with publishers who have no need of misrepresentation and do not try to misrepresent their circulation is quite too much like questioning their tried and proved veracity to meet with favor.

Undoubtedly Mr. Mapes considered that he was doing something new and big when he insisted on "having it nominated in

the bond" that he should get exactly so much circulation for so much money; but whatever steps he may need to protect himself against the guerillas of magazine publishing who sell uncertain quantities, it is certain to PRINTERS' INK that he needs no such protection against the established standard magazines of good repute. Such magazines have long ago passed the semi-intelligent state of circulation misrepresentation and are careful and conservative in their statements. The advertiser who makes sure he is dealing with such trustworthy publishers has nothing to fear and all to gain, for he far more often gets more than he bargained for, rather than less.

There is another and even more important point to be considered. Circulation and advertising value is by no means always a matter of numbers—it is also a matter of influence. A mere count of noses is exceedingly misleading in circulation. The kind of people a magazine reaches, and the influence which that magazine and its advertising has with them, is of the very highest importance. Much nonsense is floated by some publishers who cry quality to hide lack of quantity, but among established and thoroughly known publications the difference of influence and class of readers is even more vital to advertisers than the matter of a few thousands of circulation more or less.

If Mr. Mapes carries his refund propaganda too far he may incur the enmity of his best merchandising forces and find himself deprived of his market. His refund ideas should certainly work both ways before they can begin to be fair. The effort, in general, to get more accurate circulation statements is very worthy and helpful, but such a bickering with recognized and straightforward publishers, whom thousands of advertisers have tested and not found wanting, is exerting oneself, like Domitian, at tearing the wings from flies—rather useless and non-essential, and likely to stir up much unnecessary resentment.



### **Advertising Potatoes and Eggs**

In this issue of **PRINTERS' INK** are described two interesting and novel advertising campaigns to sell two of the most common things in the world—eggs and potatoes. Both products have been used for centuries, and always sold in the most perfunctory way, as necessities have so long been sold.

Now here are two advertisers, one in America and one in England, who employ the force of advertising to products which vary just as much (perhaps much more) in quality as any product sold. In these campaigns a peculiar principle of advertising strongly suggests itself. Advertising is shown to be something of a guaranteeing power—a means of holding somebody somewhere responsible for the article sold over a signature.

These two simple campaigns show the scope of advertising—the wideness of its applicability to anything bought by mankind, and the success which it can create to the profit of everybody concerned.

According to the very best of authority, there are approximately 233,598,005 hens of laying age in the United States, laying annually enough eggs to allow every man, woman and child in the country 203 eggs, valued at \$85,000,000. The egg market is, therefore, nothing to be despised. A concern is now preparing to advertise eggs evaporated and dried on the farm, and put up in cans, to be sold to housewives in winter at summer egg prices.

With salt and sugar being advertised, there are scarcely any staples left which are not profitably advertised—which is as it should be.

### **The Farmer and Advertising**

Does the farmer show a preference for advertised articles? Does advertising cause him to buy something which, had it not been brought to his attention through advertising, he would have gone without? The answer lies in the fact that every

day some farmer, somewhere, is ordering some article he has read about in his farm journal. Notwithstanding the fact that country newspapers are forever advocating the "spend your money at home with your local dealer, and do not patronize the mail order houses," principle, the mail order man's business steadily increases.

The farmer is, above all things, fair minded. Concerning the mail order houses, he may reason this way: I raise my cattle here in Nebraska and dispose of them in Chicago. A mail order house in that city has an article I want. Why not buy it there?

In this issue of **PRINTERS' INK** is the story of a concern who sold millwork, using the ordinary methods to get trade from nearby points. Its business, under the existing conditions, had apparently reached the limit. The firm was in a rut and wanted to get out. But how? That was the question. Its business came from only a small portion of the country. Why not draw trade from the whole country. Let the world know what you have to sell and, if your proposition has merit the world will buy.

Advertising was the key that opened the door of trade to this millwork concern; it has opened the door to thousands of others in various lines of business; it is waiting to open the door to others who have not yet tried it. There is no magic about advertising, although it has accomplished many wonderful things. It is simply a question of having something good to talk about, picking the proper mediums through which to talk, then—Talk.

Mr. J. C. Wilberding has been appointed New York representative of the Washington *Herald*. The *Herald* has made very rapid gains in the past year under the management of Mr. Meek.

The Harrisburg *Telegraph* carried 252,154 lines more advertising in 1908 than its nearest competitor. The circulation gain of 1908 over 1907 was a daily average of 777 copies.

### **A Notable Victory for Publicity**

For years Trinity Church Corporation, New York City, has maintained cryptic silence about its financial operations. Standing high upon its aristocratic dignity it has absolutely refused from time immemorial to give out the slightest hint concerning its finances. Desultory efforts have been made for many years at odd times to get Trinity Church Corporation to open up and tell something about its operations. Several years ago quite a lot of newspaper scandal was raised by tenement-house reformers who pointed the finger of shame at the dilapidated tenements owned by Trinity which it had always refused to improve. Even this extended newspaper criticism was of no avail and Trinity serenely ignored all efforts to get information.

Now has come a new factor on the scene—the magazines—and after a magazine bombardment of highly able writers extending over almost a year, Trinity has at last surrendered, and a few weeks ago intensely surprised everybody by giving out a complete financial statement and explanation of its activity.

William Marion Reedy, in his inimitable editorials in the *St. Louis Mirror*, says: "The immediate importance of this report is that it is a tremendous victory for publicity. It is a surrender of a position held for more than two hundred years. It is a recognition of the people's right to know what a big corporation does with the money it handles. Publicity is the first step to curing corporation evils."

This victory for publicity can quite truthfully be said to be due mostly to the great power of the magazine, though of course the newspapers have helped considerably. Richard Watson Gilder helped along the campaign very effectively by a stinging poem in the *New York Evening Post*. Probably the strongest bombardment and the one which perhaps induced the surrender, was the powerful series of articles of Charles Edward Russell in *Hamp-*

*ton's Magazine*. Other magazines have assisted in the work, and altogether the surrender of Trinity is a feather in the cap of magazines and a significant tribute to the power of publicity.

### **Information Bureau for Subscribers**

Advertising demands, as no other business does, much information of a thousand-and-one kinds, and accurate information. Many times an advertising campaign can be made much stronger by the use of certain facts—and the harder such facts are to get, the more valuable and effective they are likely to be.

Knowing this, and realizing that advertising men have a certain justification in looking here for help, PRINTERS' INK has decided to inaugurate a unique service for its readers. It has arranged for such facilities as will enable it, probably, to fulfill any demand on it for information which subscribers may make.

Information ought to be the foundation for every advertising campaign. Information alone is the best possible lever to securing confidence and conviction. Many ads are very poor business getters because they are prepared without data, either of a specific or general kind. Many advertisers have no distinctive individual argument for their product because they have not searched in the fund of general information available for a suggestion as to the best line of arguments.

PRINTERS' INK will hold itself ready to supply all available data on any advertising subject whatsoever, or indicate where it may be found. It will supply information about commercial products, about advertising data and history, about publishing and printing, and whatever fact and figure there can be had on any subject of use.

It will supply copies of bills passed and pending in Congress relating to advertising subjects, and also advise where and how to get government statistics, etc., on such subjects.

PRINTERS' INK cordially writes subscribers to use this service.

## Where Collier's Stands on the Circulation Question

**C**OLLIER'S guarantees to every advertiser for 1909 an average of 500,000 copies, 96% of which is to be net paid, for the numbers in which his advertisement appears.

A pro-rata refund will be made to every advertiser for any shortage of this guarantee. Any advertiser can have access to our circulation books at any time.



**Collier's**  
*The National Weekly*

E. C. PATTERSON  
Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

## POTATOES BY MAIL.

A QUAIN T MAIL ORDER PROPOSITION  
—A CITY BUSINESS MAN WENT  
"BACK TO THE LAND"—HOW HE  
BUILT UP A BIG BUSINESS—THE  
FARMER AS AN ADVERTISER.

(Special Correspondence)

CLUN HOUSE,  
LONDON, ENG.,  
Jan. 6, 1909.

A little while ago I received a curious looking booklet. It came to me by post, in a plain envelope, and the cover of it read like this:—

*Fourteenth Annual Issue.*  
*September, 1908.*

"Direct from Grower to Consumer"

(In Town or Country.)

PRICE LIST  
of  
POTATOES.

References, &c.

From

Herbert Welchman,  
Terrington St., Clement,  
King's Lynn, Norfolk.

Telegrams: Welchman,  
Terrington St., Clement.

Bankers: Barclay & Co.,  
Ltd., King's Lynn.

It measured about eight inches high by two inches wide, and contained twenty pages, with a loose order-form. The whole thing was printed in a very cheap manner, and without any pretence whatever to style or artistry. It was just the thing that the advertising expert would fall upon and want to make over again from cover to cover. He would tell Mr. Welchman to begin with, that by altering the shape a little the number of pages could be changed to either 16 larger ones or 24 smaller ones, and that 16 or 24 is always the more economical book to print than 20 pages.

Still more the make up of the book would excite his ambition. The first two pages are occupied

with an introductory letter. I quote the first paragraph and the conclusion.

"For the fourteenth consecutive occasion I am privileged to make my annual offer to supply potatoes during the season, commencing this month, and continuing approximately till May, 1909. . . . Prices, and other particulars, will be found on the succeeding pages.

"Commending my offer to your favourable consideration, I beg to subscribe myself,

"Your obedient and obliged servant,

"HERBERT WELCHMAN."

The next two pages contain the delivery arrangements and tariff of prices. Roughly speaking, a bag of a hundredweight of potatoes, which in this country means 112 pounds, cost \$1.50, including freight to a reasonable distance. The next two pages explain how you have to send cash with order, how you can have a deposit account if you like, and order against it, and so forth. This brings us to the end of page 6. Page 7 begins with the following paragraph:—

"The undermentioned Ladies and Gentlemen, to whom Potatoes have been supplied from my Farms, have kindly permitted the use of their respective names and Addresses, as References."

and the rest of the book consists entirely of a plain list of names and addresses of people who have bought potatoes from the publisher, supplemented by a list of suburbs and other places near London where potatoes can be delivered free at the bottom tariff.

Just think of it—just think of the ad-smith getting busy on a book like this! Think of the space occupied by a plain list of names and addresses—close on five hundred of them! No testimonials! No story of what good things potatoes are to eat, and how you ought to cook them! No flummery! No fine language! No pictures! No nothing!

And yet the front page says "the Fourteenth Annual Issue."

If Mr. Welchman has been carrying on this business for fourteen years, it would look as if he ought to know the right sort of stuff to put into his book.

And really, considering the matter, one sees that it is the right stuff. The general information, tariff, terms of business and so forth are all necessary. So is the list of places for free delivery. And the list of references, so overwhelming in number, all classified by place, is good, sound advertising. I do not suppose that these people get on an average a letter a year asking whether Welchman sells good potatoes or not. The fact that he *prints* a list like this does the business. One would not hesitate to risk \$1.50 on the strength of it.

At all events this is the way it appealed to me, and I wrote to Mr. Welchman straight away and asked whether he would tell me his story for PRINTERS' INK.

He did not answer at once, and I concluded that he read my letter as a bid for some kind of business. The advertising man is more subtle than all the beasts of the field, and no doubt Mr. Welchman had been approached during the last 14 years by plenty of people who wanted to help him advertise.

I didn't, as it happened. About the only thing which I could possibly suggest would be that he might perhaps by his pamphlet cause people to eat more potatoes than they otherwise would, if he inserted a few cooking recipes. He would not get any extra customers by it, but it is just possible that the customers he did get would come back a little sooner if he put them up to making new and attractive potato dishes.

However, it appears that Mr. Welchman did not think I was after his money, and was only waiting until he should be in London. The other day he blew into my office at Clun House, explained his silence, and very obligingly and genially told me the story of his business.

Mr. Welchman some fifteen

years ago was a London business man. For some reason which he did not happen to mention, he got the idea that he would like to go into farming. He did not then know anything about agriculture, but he formed an association with a man named Russell Crampton, to whom the original inception of the business was due, though on very different lines. This man had been growing things and selling them, and they worked together for a year or two. Then their methods and notions did not agree, and Mr. Welchman bought his partner out. The partner went into the tea business and Mr. Welchman continued to be a farmer.

Now the marketing of farm produce in this country is a troublesome business. London, Covent Garden, is the center of it. The growers forward their produce either by cart or rail to Covent Garden on certain days of the week, where it is taken hold of by brokers and auctioned in the market. The grower gets what the stuff fetches, less the freight and the broker's commission. He has to take his chance of what the goods will fetch. A cartload of strawberries on a given day might produce between three times or four times what the same carload of exactly similar strawberries would produce on another day, simply because the price is ruled by the supply in the market. If there is a glut of strawberries, the buyers can get them cheaper. If there is a shortage they have to pay the price.

When, for instance, the Franco-British Exhibition opened here in 1908, the refreshment contractors determined to make a specialty of *Pêches à la Melba*. This means a peach cut in half with some red currant jelly and some ice cream. So they made a contract with a big Covent Garden man to supply them with a certain quantity of peaches every day at 12 cents. This is very low for an English-grown peach: fruit is dear in this country as compared with the United States and peaches are only eaten by the

rich. They are much better peaches than yours, but they ought to be at the price. But the Peach Melba craze spread, and pretty soon the Covent Garden contractor was having to buy peaches at 16, 20 and 25 cents a piece to sell for sixpence to the refreshment man.

Now, Mr. Welchman, at the beginning of his business, argued that if he could trade directly with the public, he would get out of the irregularity of the Covent Garden Auction Mart, and he set himself to the business of building up a mail order trade. It happens that the soil in his neighborhood is fitted to grow the very best of potatoes. It is up in the north-west corner of Norfolk, very good soil, entirely free from stones. So he determined to specialize on potatoes. He got some sort of a mailing list together and prepared himself a first pamphlet not at all unlike the one that he has issued in this his fourteenth year of business. The scheme has never changed much; neither has the pamphlet. Both seem to have proved at once successful, and he has extended the business about as much as he wants to. Of course, growing potatoes or growing anything else is not like running a factory. Crops have to be rotated: the potato-raising business would not stand intensive culture. But he has got his proposition down to such a fine point that he knows how many thousand pamphlets he needs to put into the mail in order to sell the produce of a given acreage. When it happens that there is more land under potatoes, he gets a suburban or provincial directory and opens out a new district. When the acreage shrinks, the expenditure in circularizing is reduced. Thus he keeps the business in a firm grip.

In the course of conversation Mr. Welchman developed the interesting fact that when potatoes come by the truck load to Covent Garden loose, the brokers sort and grade them when necessary. Very big potatoes are not convenient for general use. Very small potatoes are—"very small

potatoes": people do not want them, and they are not often sent to market in large quantity. There is too much skin to the cubic inch. I asked Mr. Welchman how he managed about his very big and very little potatoes.

He told me that he could always sell the very big ones for the purpose of roasting, that is to say cooking dry in their skins, or as we say in England, "jackets." It is really the best way to cook a potato; you get the flavor and the nourishment in it.

"But how," I asked him, "do you get your customers for these big potatoes, coming, as it were, accidentally and occasionally? It cannot pay to get out a special mailing campaign for them."

Mr. Welchman explained that he keeps a little leaflet offering extra large potatoes, and when he has some on hand, he causes these leaflets to be enclosed with his bills and receipts. He knows how many leaflets will sell a ton of potatoes, and thus he can always keep level with his supply.

"But about the very little ones?" Mr. Welchman feeds them to the pigs!

Asked if he thought of sticking to potatoes all his life, Mr. Welchman stated that he had planted forty or fifty acres of apples six years ago, and when the trees began to bear profitably he would add an apple leaflet to his potato book every year, and sell the apples to the public the same as the potatoes: he could give families apples cheaper than they could buy them from retail stores, and yet get more for them for himself than by sending them to Covent Garden.

Mr. Welchman has never used newspaper or magazine advertising, and never expects to. He told me that he thought it extravagant and wasteful as compared with his mailing system!

THOMAS RUSSELL.

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Herbert Myrick, in the *Woman's Home Journal*, Springfield, Mass., announces prizes for authors to the extent of \$15,000 in cash.



## AINSLIE'S GOES FORWARD.

Not content with the honor of publishing more magazines than any other single publishing house in America (twenty-seven of them!) Street & Smith have made plans which will make *Ainslee's Magazine* of still wider popular favor.

Beginning with the March issue (out February 15), four and five color frontispieces by Howard Chandler Christy, will be printed, and sixteen pages will be added to the size of the magazine, making 176 in all. This latter feature is to make room for the long serial story which will appear hereafter every month. Harold McGrath, author of "The Man on the Box," will begin the series in the March issue, and the following month there will be another long story by an even more well known writer. High prices are being paid for high-class serials.

These features will not cramp the regular group of entertaining short stories in the slightest. The full quota will be published as usual.

The color feature is going to be a very attractive part of the magazine, and will undoubtedly increase the advertising value of *Ainslee's*. The big publishing plant of Street & Smith is turning out some unusually good color work for the covers of the other magazines. Even without this new feature, *Ainslee's* has always looked very attractive. Its newsstand circulation is immense. It is probably the best all-fiction magazine now published. Its writers are of the highest class.

## LA FOLLETTE'S APPEARS.

Ex-Senator La Follette has now launched his weekly magazine. He is editor-in-chief and says the motto of the publication will be "truth." It will hit hard, be an advocate of legitimate business, and devote some attention to farm life. It sells for 5 cents on the newsstands.

Mr. J. C. Wilberding has been appointed New York representative of the Washington *Herald*. The *Herald* has made very rapid gains in the past year under the management of Mr. Meek.

One of the house organs which were missed in the large list recently published, was "Push," issued by Rice & Hutchins, Boston, makers of Educator shoes. It is exceptionally bright and well printed and contains real selling talk for dealers. It has been developed to 20 pages.

## The One Way to Reach Minnesota Dairy Farmers

They are getting wealthy rapidly—and buying more and more by mail.

They guide their dairies and their purchasing by

## The Minnesota Dairyman

A dairy farmer edits it—and almost every dairyman in Minnesota reads it every month. Advertising growing every month.

May we send you copies and rates?

DAIRYMAN PUB. CO.  
NORTHFIELD MINN.

## Wanted at Once

High grade advertising solicitors in every City, capable of earning \$25 to \$100 a day for the Easter Number (Catholic Magazine); sells for \$60 per page, etc., collect in advance; 40% commission; fine dummy and receipts. We want men that are capable of presenting this "Special" to large firms, corporations, etc. Three reliable references required. BENEDICTINE FATHERS, P. O. Box 309, Portland, Oregon.



You can't defend the Waterman ads. from any standpoint of good advertising, as it is understood to-day. You can't defend any rich man who eats with his knife and wears red ties and green suits—but there are always plenty who will defend him and say his lacks are eccentricities. Just so with advertisers like Waterman's.

Ask Waterman's, and of course they'll say that they advertise as they conceive that they ought to advertise. To which we might well reply as Whistler replied to the girl who said she painted what



she saw: "The shock will come," replied Whistler, "when you see what you paint."

One of the most petted eccentricities of Waterman's is to work Santa Claus into nervous prostration or emotional insanity around Christmas time. Some years the Waterman Santa Claus comes astride the Waterman pen, other years he uses them for skis. Last year he used them for an airship, and fired more of them down chimneys as he raced over the housetops. In the ad. reproduced the pen is at the side of the ad., almost lost from view, Santa occupies the full center of the stage.

Can't we expect to have an old advertiser like Waterman grow up like the rest of the world, and give us adult advertising? Santa Claus is a frost as an aide-de-camp to advertising, and every bright advertiser knows it.

Can't we also have at least some understandable clean-cut sentences? "There can be no danger of a misfit—the word and the works of the greatest fountain pen makers of the world for it." Read this four times—maybe then you'll get the idea.

And why hand out such sentimental tommyrot as "Like a friend, it is trustworthy; like a friend, it serves; like a friend, it grows to be increasingly appreciated and indispensable."

Again one of the foibles of Waterman's, as well as many other similar advertisers, is the novelty ruse. How the clever salesmen do load up a lot of cheap junk on some advertisers with money! Trinkets of every kind, foolish and super-foolish, are made by the hundred million and scattered "with the name of the advertiser on it," while the advertiser thinks he is a tremendous advertising genius.

What if some stern St. Peter of advertising should one day lean down and read from the books of everlasting truth that the Waterman advertising, instead of being the horse to Waterman's success, was only the cart, jogging dutifully along, and bumping over the stones, severely indifferent to how its axles creaked and how it banged from side to side in laughable ineffectiveness?

W. W. Hallock, of the Sphinx Club, New York, recently issued circular letters announcing that PRINTERS' INK would contain reports of the Sphinx Club's events and urging that the publication be read on general merits. Replying to this letter, Sam W. Hoke writes PRINTERS' INK: "Is it possible that there is a member of the Sphinx Club that is not a subscriber to PRINTERS' INK?"

Such a reflection on the Sphinx Club is too delicate to discuss.

## EGGS AND ADVERTISING.

THE STORY OF AN ORGANIZATION WHICH INCLUDES MORE THAN 110,000 HENS—SOME GOOD ADVERTISING—NOVEL METHODS.

*By Paul Lewis.*

Chicken farm men and Commission Merchants, from time immemorial, have dreamed of guaranteed fresh eggs, sold under seal and date; eggs, which, like Cæsar's wife, would be above suspicion. The dream has come true in Philadelphia.

For nearly six months, P. F. Brown & Co., one of the largest commission firms in that city, have been vigorously advertising Milhen Farm Guaranteed Freshly-laid Eggs in sealed, dated boxes, and selling them in constantly increasing quantities.

Now any man who is acquainted with the egg business will find no marvel in the sale, no matter how large it is. He knows everybody wants fresh eggs. He knows a great majority of folks will pay several cents extra on the dozen to be certain of getting fresh eggs. What will arouse his curiosity is the source of supply.

Soon after Milhen Farm Eggs were first advertised, one commission man met another on the floor of the Produce Exchange. "Say," he remarked, "do you know that man Brown is advertising guaranteed eggs?" "Yes, and I'd like to know where in thunder he gets the eggs," replied the other.

To get the eggs requires a close-working organization which includes now more than 110,000 laying hens. New additions to the force are made from time to time as the demand increases.

The building of this organization required several months hard work before the first dozen eggs were put out in the trade-marked package. Herbert F. Brown, who composes the firm of P. F. Brown & Co., had no doubt of being able to sell the eggs at a price that would pay for the trouble. He had been selling guaranteed butter under trade-mark names for some time with great success and

knew that the public is responsive to the right kind of advertising of pure food products.

Early last summer, Brown set about developing a source of supply that would furnish him with fresh eggs day in and day out, winter and summer. He sent his men out through Southern Pennsylvania, Delaware and Maryland, within a hundred miles of Philadelphia, to scour the country for farmers who keep thoroughbred hens and whose methods of feeding and care are intelligent enough to produce an all-the-year-round crop of eggs. Such farmers were induced to sign contracts to sell all their eggs to P. F. Brown & Co. Some 4,000 farmers have been made a part of the organization in this way. They average about 28 winter-laying hens apiece. When this list was completed, routes for collection were arranged, shipping days from various points appointed, and the source of supply was complete.

It is important to know that Brown co-operates with the hen-owners in every way possible to raise the standard of the eggs produced. He tells them how to care for their hens through the

**Only freshly-laid eggs are good food**



Eggs that you wouldn't eat poached or boiled are not fit to go into your cake or other baked or cooked foods. Milhen Farm Eggs are delicious poached or boiled because they're absolutely fresh—always guaranteed so.

We bring them to the city every day, select the biggest, fittest, meatier for the Milhen Farm packages and deliver to grocers each morning. Do you wonder that they're so much better than old, nondescript, cold-storage eggs?

Get more but fresh eggs. Make sure of fresh eggs by buying Milhen Farm Eggs in sealed, dated packages.

winter, how to feed to make the hens lay and to make the eggs bigger, fuller and meatier. In this educational work he has had the aid of the United States Department of Agriculture which recognizes the value of his system in raising the standard of farm products.

The advertising of Milhen

Although but 46 days old the day this advertisement was written, January 20th

# The Christian Science Monitor

has an international reputation and is ranking with old established newspapers.

It has the circulation, and advertisers who gain admission to its columns report satisfactory results.

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*Rate cards on application*

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**PUBLISHED IN BOSTON, MASS.**

Eastern Office—Suites 2092 and 2093  
Metropolitan Building, New York City

Farm Eggs began early in August. It required some nerve to start such a campaign at this time when virtually all eggs sold were fresh, but there were several good reasons. It was deemed wise to develop a good, buying trade while the price could be made comparatively low. Then it was reasoned that very many persons would be glad to have the freshness of their eggs guaranteed, even in the season of fresh eggs. The memory of a bad egg lingers long. The man who has been offended by a rotten egg at his restaurant breakfast, or the woman who has broken one into a cake, does not soon forget.

The Ireland Advertising Agency, which had handled the advertising of Brown's Gurnse Butter and Milhen Farm Butter with great success, was asked to take charge of the egg campaign.

The eggs are put out in sealed cartons containing one dozen each with the date of packing on each carton.

A cut of this carton has appeared in nearly all the ads. which have appeared three or more times a week since the advertising began. The space used is from 75 to 100 lines, triple column, varying as circumstances might require.

The guarantee naturally has been the burden of the copy.

Every egg in the Milhen Farm Packages is guaranteed. If any egg should not prove satisfactory, the grocer will return the proportionate amount paid for it. He cannot replace it with another Milhen Farm Egg because the seal of no carton must be broken by the grocer. Through the advertising, purchasers are urged to see that the seal is unbroken and to look for the date on the box.

This serves the double purpose of impressing the reader and stimulating the dealer to shove out his Milhen Farm Eggs before the dates become old. As a matter of fact, Brown's daily delivery system to grocers has made it possible for the dealers to fit their purchases very closely to the demand, and out of the hundreds of thousands dozens of Milhen Farm

Eggs sold, not a single egg has been found wanting.

The response to the advertising was immediate and the demand for Milhen Farm Eggs has continued to grow steadily. The copy has been strong and logical.

When winter came and the cold-storage warehouses began to pour forth their accumulated millions of ancient eggs, the importance of taking no chances on eggs was doubly emphasized. Quotations from Dr. Harvey W. Wiley's book on food products in which he pays his respect to storage eggs in his usual militant fashion, were used to advantage. An exposure by the *North American* of a widespread traffic in "spots and rots," as decayed eggs were called by the trade, helped along by contrast with the Milhen Farm Guarantee of freshness. The advertising has been shaped to take advantage of all those extraneous circumstances.

Another talking point is the superiority of Milhen Farm Eggs,

### This is one reason why, madam

Read this news item from the "Commercial Bulletin"



"Detroit, September 15. Scores and a half tons of eggs in a cold storage warehouse in this city have been condemned by United States Food Inspectors. They allege that every one of the eggs is absolutely bad."

You don't want to take chances on cold storage eggs. The one way to be sure of getting guaranteed, freshly-laid, selected eggs is to buy Milhen Farm Eggs in sealed, dated packages. You'll find them at your grocers. Look for the date.

SEE THE SEAL OF THE UNITED STATES FOOD INSPECTORS ON THE SEAL OF THE MILHEN FARM EGG.

aside from their freshness. They are selected eggs. Before beginning his campaign, Brown installed the most modern and costly electric candle yet made. Through this candle are put all the fresh eggs received from the routes, and only the biggest, fullest and meatiest are selected for the Milhen Farm Packages. The remainder are sold to the trade as ordinary fresh eggs.

At this date, within six months after the advertising began, virtually every good grocer in Philadelphia and vicinity handles Milhen Farm Eggs. What better evidence of success is needed?



## THE LITERARY MAGAZINE REORGANIZES.

There has been a complete reorganization of the company publishing the *Literary Magazine*, formerly published by the Newspaper-Magazines Corporation, of Chicago. A new corporation organized at Des Moines, Iowa, under the name of the "Literary Magazine Company," has purchased the magazine.

The publication office will hereafter be at Des Moines, Iowa. The principal stockholders and active business control will be in the hands of Mr. John J. Hamilton, Carl C. Proper and A. M. Piper, all of Des Moines, Iowa, and F. W. and A. H. Stilwell of Chicago, Illinois.

Mr. Hamilton, President, Circulation and General Manager of the corporation, is one of the best known newspaper men in Iowa; a man with a national reputation as a successful newspaper publisher with the Des Moines *Daily News*. He will give it his active and exclusive time and attention. Mr. Proper will be Assistant Business Manager, and Mr. Piper, Editor. These gentlemen are best known as the owners and publishers of the "People's Popular Monthly."

The principal advertising office will be located at Chicago, under the management of F. W. and A. H. Stilwell (Stillwell Special Agency), with offices at 79 Dearborn St., who have been in charge of this department of the magazine for several months, under the old company. Mr. K. Hoyt Stone, formerly with the Ellis publications, has been secured as one of the staff.

The *Literary Magazine* is of a similar character to the *Associated Sunday Magazine*, being designed to be furnished to the publishers of Sunday papers. It is the intention of the new company to make the magazine the equal of any publication of its character issued.

H. Clarence Fisher has been appointed Eastern manager of *The Bookkeeper* at 1170 Broadway.

Of the publications that have shown advances within the last year and a half, the progress of *Pictorial Review* is probably the most conspicuous.

In the January issue, among the women's publications, this magazine ranks next to the *Ladies' Home Journal* in amount of business carried.

Its circulation has increased from 200,000 to considerably over 300,000 in a consistent and sustained growth. Physically also the magazine has undergone many changes. It carries more pages and is printed on heavy coated paper—all covers are printed in three colors, and the designs are by the very best artists, Harrison Fisher, Leyendecker, Weber Ditzler, etc.

Plans are made so that this publication will run a series of inserts printed in three colors and designed by Weber Ditzler. The first series consists of three drawings showing the American Girl in three stages of her development—"The Débutante," "The Bride" and "The Mother."

## U. S. STATISTICIAN ON FARM WEALTH.

"American capital employed in agriculture at present is not less than \$28,000,000,000, and may exceed \$30,000,000,000—or one-fourth of the entire nation's wealth. The increase in farm capital in the last ten years is substantially the value of the farm products of 1908, or nearly eight billions, or more than the reported value of land, buildings, personal property and slaves that constituted our entire national possessions in 1850.

"This American farm wealth is productive beyond the corresponding capital of other lands."—L. G. Powers, Chief Statistician, U. S. Bureau of the Census.


The Washington Evening and Sunday Star gained 573,498 in total circulation during 1908, or a daily average of 1,471. This is a very fine showing, speaking its own praise for Publisher Noyes.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA

**Anniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger,** dy. Average for 1907, 21,861. Best advertising medium in Alabama.

**Montgomery, Journal,** dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

## ARIZONA

**Phoenix, Republican.** Daily aver. 1907, 6,619. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS

**Fort Smith, Times.** Daily aver. 1907, 4,188. Largest circulation in city of 35,000.


## CALIFORNIA

 **Oakland, Enquirer.** (Consolidation Enquirer and Herald.) Average Aug., 1908, 49,808. Largest circulation in Oakland guaranteed.


**Sacramento, Union,** daily. The quality medium of interior California.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 69,069; Sunday, 81,322.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram,** daily. Average for Nov., 1908, sworn, 12,811. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal,** evening. Actual average or 1906, 7,590. Average for 1907, 7,743.

**Meriden, Morning Record and Republican.** Daily average 1906, 7,672; 1907, 7,769.

**New Haven, Evening Register,** daily. Annual sworn average for 1908, 16,584; Sunday, 12,567.

**New Haven, Leader.** 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

**New Haven, Palladium,** dy. Aver. '06, 9,540; 1907, 9,570.

**New Haven, Union.** Av. 1907, 16,548; first six mos. 1908, 16,569. E. Katz, Special Agt., N. Y.

**New London, Day,** ev'g. Aver. 1906, 6,104; average for 1907, 6,847; 6 mos., 1908, 6,712.

**Norwalk, Evening Hour.** April circulation exceeds 3,500. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, 6,326; Sunday, 6,243.

## DISTRICT OF COLUMBIA

**Washington, Evening Star,** daily and Sunday. Daily average for 1907, 36,436 (© ©).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. Dec., 1908, 12,549. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union,** morning. Average for December, 1908, 16,013; Sunday, 18,117.

**Tampa, Tribune,** morning. Average 1907, 12,516. Largest circulation in Florida.

## ILLINOIS

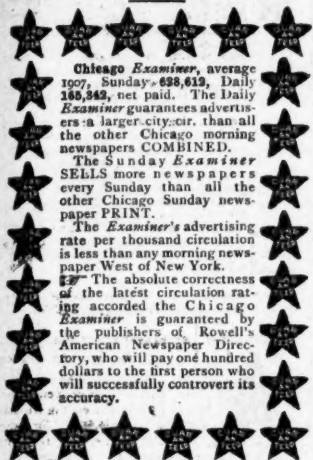
**Aurora, Daily Beacon.** Goes into homes. June, '08, 7,904; July, 8,595; August, 9,469.

**Champaign, News.** Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, The American Journal of Clinical Medicine,** mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 27,794.

Chicago, *Broaden's Gazette*, weekly. \$2. Average for 1908, 74,243.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago *Examiner*, average 1907, Sunday, 438,612. Daily 186,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 53,217; Jan., Feb., March, '08, 53,087.

Chicago, *National Harness Review*, monthly. 8,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 131,464; Sunday, 112,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, *The Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. *The Tribune* is the only Chicago newspaper receiving (©).

Galesburg, *Republican-Register*, Eve. Nov. av. 6,810. Only Galesburg paper exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 11,659.

# INDIANA

Evansville, *Journal-News*. Av. 1907, 18,163. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly Daily average 1907, 3,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, 9,328. Best in No. Indiana.

# IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. Dec., 17,077. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young. Publisher. Circulation for 1907, 41,882. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,666.

Washington, Eve. *Journal*. Only daily in county. 1,900 subscribers. All good people.

# KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 8,547.

# KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D. av., 1908, 7,184. Sunday, 8,255. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*, Av. '06, evening 6,157. Sun. 6,793; for '07, eve'g, 6,390. Sun. 7,102. E. Katz.

Louisville, *The Times*, evening day, average for 1908 net paid 43,940.

# MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,014; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,012.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegram*, 8,888.

Waterville, *Sentinel*. 1907 average, 8,418 daily. The fastest growing paper in Maine.

# MARYLAND

Baltimore, *American*. Daily average for 1907, 75,602; Sunday, 91,209. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1908, 84,398. For December, 1908, 74,391.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

# MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. 176,397; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



**Boston, Traveler**, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over 87,000, of which 90 per cent. is in Metropolitan Boston.

★ THE **Boston Post**, Sunday av., 1908, 235,848, gain of 12,083 over 1907. Daily average 1908, 255,534, gain of 11,554 over 1907.

Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of The Boston Sunday Post.

Only one morning newspaper—and that in New York—exceeds the circulation of the Boston Daily Post. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising The Boston Post leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising The Boston Sunday Post is second only to the Boston Sunday *Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.

★ **Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

★ **Clinton, Daily Item**, net average circulation for 1907, 3,012.

★ **Fall River, Evening News**. The Home Paper. Actual daily average 1907, 7,049.

★ **Fall River, Globe**. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,550.

★ **Lawrence, Telegram**, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

★ **Lynn, Evening Item**. Daily sworn av. year 1906, 16,068; 1907, average, 14,822. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

★ **Salem, Evening News**. Actual daily average for 1907, 13,361.

★ **Worcester, Gazette**, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

★ **Worcester, L'Opinion Publique**, daily. (©©). Paid average for 1907, 4,586.

★ **Worcester Magazine**, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 8,000.

### MICHIGAN

★ **Jackson Patriot**, Average Nov. 1908, daily 8,736, Sunday 9,502. Greatest net circulation.

★ **Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

★ **Saginaw, Evening News**, daily. Average for 1908, 19,886; December, 1908, 20,628.

### MINNESOTA

★ **Duluth, Evening Herald**. Daily average 1907 23,093. Largest by thousands.

★ **Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average 1907, 87,187; average for 1908, 100,266; for 1907, 103,583.

★ The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

★ **Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 22,016.

★ **Minneapolis, Journal**, Daily and Sunday. (©©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 75,978. Daily average circulation for Dec., 1908, evening only, 76,096. Average Sunday circulation for Dec., 1908, 73,463. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

★ **Minneapolis, Svenska Amerikanska Posten**. Swan J. Tumbblad, publisher, 1907, 64,262.

**CIRCULATION** **Minneapolis, Tribune**, W. J. Murphy, publisher; Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,863. The daily *Tribune* average per issue for the year ending December, 1907, was 121,168.

★ **St. Paul, Pioneer Press**. Net average circulation for 1907. Daily, 36,716; Sunday, 33,463. The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

### MISSOURI

★ **Joplin, Globe**, daily. Average, 1907, 17,000. E. Katz, Special Agent, N. Y.

★ **Kansas City, Post**. Only Democratic paper between St. Louis and Denver. Circulation, daily and Sunday, 66,000.

★ **St. Joseph, New-Press**. Circulation, 1907, 37,398. Smith & Budd, Eastern Reps.

★ **St. Louis, National Druggist**, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©©). Eastern office, 59 Maiden Lane.

★ **St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1907, 104,466.

### NEBRASKA

★ **Lincoln, Deutsch-Amerikanischer Farmer**, weekly. 143,348 for year ending Oct. 30, 1907.

★ **Lincoln, Freie Press**, weekly. Average year ending Sept. 25, 1907, 143,989.

### NEW HAMPSHIRE

★ **Nashua, Telegraph**. The only daily in city. Average for 1907, 4,371.

**NEW JERSEY**

*Samson, Daily Courier.* Actual average for year ending December 31, 1907, **9,001**.

*Jersey City, Evening Journal.* Average for 1907, **24,330**. First six months 1908, **24,378**.

*Newark, Eve. News.* Net daily av. for 1906, **83,053** copies; for 1907, **87,100**; Jan. **60,280**.

*Trenton, Evening Times.* Av. 1906, **18,327**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

**NEW YORK**

*Albany, Evening Journal.* Daily average for 1908, **16,930**. It's the leading paper.

★ *Brooklyn, N. Y. Printers' Ink* says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, **82,286**.

*Buffalo, Courier*, morn. Av. 1907, Sunday, **81,441**, daily, **81,604**; *Enquirer*, evening, **34,870**.

*Buffalo, Evening News.* Daily average 1905, **64,990**; for 1906, **64,473**; 1907, **64,843**.

*Gloversville and Johnstown, N. Y. The Morning Herald.* Daily average circulation, **8,400**.

*Mount Vernon, Argus*, eve. Daily av. cir. year ending Dec. 31, 1908, **4,609**. Only daily here.

★ *Newburgh, Daily News*, evening. Average circulation first quarter 1908, **8,063**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

**NEW YORK CITY**

*Army and Navy Journal.* Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **8,784**.

*Bensinger's Magazine*, Circulation for 1907, **46,416**; 50c per gate line.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **20,641** (©).

*El Comercio*, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,833**—sworn.

*Leslie Weekly*, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **125,000** guaranteed.

*The People's Home Journal.* **564,416**, mo. *Good Literature*, **488,000** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

*The Tea and Coffee Trade Journal.* Average circulation for year ending October, 1908, **10,291** October, 1908, issue, **10,500**.

*The World.* Actual aver. for 1907, Mor., **345,434**. Evening, **408,173**. Sunday, **433,336**.

*Poughkeepsie, Star*, evening. Daily average for first six months 1908, **4,458**; June, **4,091**.

*Rochester, Daily Abendpost.* Largest German circulation in state outside of New York City.

*Schenectady, Gazette*, daily. A. N. Lietz. Actual Average 1906, **18,309**; for 1907, **17,182**.

*Syracuse, Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily **24,087**; Sunday, **40,981**.

★ *Troy, Record.* Average circulation 1908, **20,403**. Only paper in city which has permitted A. A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1907, **2,342**.

*Utica, Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **15,374**.

**OHIO**

*Akron, Times*, daily. Actual average for year 1906, **8,977**; 1907, **9,581**.

*Ashland, American Sanomat* Finnish. Actual average for 1907, **11,120**.

*Cleveland, Plain Dealer.* Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **68,373**, Dec., 1908, **72,095** daily; Sunday, **60,459**.

*Columbus, Midland Druggist.* The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

*Dayton, Journal.* 1907, actual average, **21,217**.

*Springfield, Farm and Fireside*, over 1/2 century leading Nat. agricult' paper. '07, **647,345**

*Springfield, Poultry Success*, monthly av. 1907, **23,280**. 2d largest published. Pays advertisees.

*Youngstown, Vindicator.* D'y av. '07, **14,763**. Sy., **10,017**; LaCoste & Maxwell, N.Y. & Chicago.

**OKLAHOMA**

*Muskogee, Times-Democrat.* Average 1906, **8,514**; for 1907, **8,809**. E. Katz, Agent, N. Y.

*Oklahoma City, The Oklahoman.* 1908 aver., **26,980**; Dec., '08, **30,115**. E. Katz, Agent, N. Y.

**OREGON**

★ *Portland, Journal*, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1907, **28,008**; for Dec., 1908, **31,404**. Vreeland-Benjamin, Representatives, New York and Chicago.

★ *Portland, The Oregonian*, (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Dec. NET PAID circulation, daily, **36,474**, Sunday average, **46,963**.

**PENNSYLVANIA**

*Chester, Times*, ev'g d'y. Average 1907, **7,940**. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

*Erie, Times*, daily. Aver. for 1908, **18,487**; Dec., 1908, **18,433**. E. Katz, Special Agt., N. Y.

*Harrisburg, Telegraph*. Sworn av. Dec., 1908, **18,940**. Largest paid cir. in Harris'bg or no pay.

*Johnstown, Tribune.* Average for year ending December 31, 1908, **11,181**. Only evening paper in Johnstown.

*Philadelphia, The Bulletin*, net paid average for 1908, **240,787** copies a day. "The Bulletin goes daily (except Sunday) into nearly every Philadelphia home."

*Philadelphia, The Camera*, is the only best photographic monthly. It brings results. Average for 1908, **8,825**.

*Philadelphia, Confectioners' Journal*, mo. Average 1906, **8,514**; 1907, **8,514** (©).

When an advertising solicitor for some of the many good farm papers calls on an advertiser, and the latter asks the caller what he knows about *Farm Journal*, ten to one the latter will say that *Farm Journal* is in a class by itself, and that his paper comes second. *Farm Journal* has never had a solicitor, all the business which it carries (and this is greater in value than that carried by any other farm paper in the world) comes to it because advertisers have learned of its value by experience or have had it recommended by some one who knew.



**Philadelphia.** The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,349; the Sunday *Press*, 133,984.



**West Chester.** *Local News*, daily, W. H. Hodgson, Av. for 1907, 15,887. In its 33th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York.** *Dispatch and Daily.* Average for 1908, 18,471.

#### RHODE ISLAND

**Pawtucket.** *Evening Times.* Average circulation, 1907, 17,903—sworn.



**Providence.** *Daily Journal.* 13,872 (©). Sunday, 28,169 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

**Westerly.** *Daily Sun.* Av. cir. for November, 6,923 (sworn). Only daily in field.

#### SOUTH CAROLINA

**Charleston.** *Evening Post.* Actual daily average 6 mos., 1908, 4,685; June, 5,184.



**Columbia.** *State.* Actual average for 1907, daily (©) 13,083 Sunday, (©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,110.

**Spartanburg.** *Herald.* Actual daily average circulation for 1908, 2,992.



**TENNESSEE**  
**Chattanooga.** *News.* Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.



**Knoxville.** *Journal and Tribune.* Week day av. year ending Dec. 31, 1908, 15,886. Week-day av. November and December, 1908, 16,909.

**Memphis.** *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,788; Sunday, 63,799. Smith & Budd, Representatives, New York and Chicago.

**Nashville.** *Banner*, daily. Average for year 1906, 31,436; for 1907, 36,308.

#### TEXAS

**El Paso.** *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

#### VERMONT

**Barre.** *Times*, daily. F. E. Langley, Av. 1905, 3,527; 1906, 4,113; 1907, 4,538. Exam. by A. A. A.

**Burlington.** *Free Press.* Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier.** *Argus*, dy., av. 1908, 3,337. Only Montpelier paper examined by the A. A. A.

**Rutland.** *Herald.* Average, 1908, 4,558. Only Rutland paper examined by A. A. A.

**St. Albans.** *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

#### VIRGINIA

**Danville.** *The Bee.* Av. 1908, 3,066; Dec., 1908, 3,486. Largest circulation. Only evening paper.

#### WASHINGTON

**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its circulation of 58,700 daily, 76,700 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In November *Times* beat its nearest competitor 258,748 lines.



**Seattle.** *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

**Tacoma.** *Ledger.* Average 1907, daily, 17,802. Sunday, 25,002.

**Tacoma.** *News.* Average 1907, 16,826; Saturday, 17,610.

#### WEST VIRGINIA

**Fairmont.** *West Virginian.* Copies printed, 1907, 2,800. Largest circulation in Fairmont.

#### WISCONSIN

**Janesville.** *Gazette.* Daily average for 1907, 3,671; Dec., '08, semi-weekly 1,841; daily 4,761.

**Madison.** *State Journal*, daily. Actual average for 1907, 5,086.

**Milwaukee.** *Evening Wisconsin*, daily. Average 1907, 28,083 (©). Carries largest amount of advertising of any paper in Milwaukee.



**Milwaukee.** *The Journal*, eve., ind daily. Daily average for 1908, 55,827; for Dec., 1908, 54,834; daily gain over Dec. 1907, 1,849. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

**Oshkosh.** *Northwestern*, daily. Average for 1908, 8,098. Examined by A. A. A.

**Racine.** *Journal*, daily. Average for the last six months, 1907, 4,376.





## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 30, 1907, 56,317. Larger circulation in Wisconsin than any other paper. Adv. 23-50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

### WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

### BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1907, 13,846; Dec., 1907, 15,436; Dec., 1908, 16,777. H. deClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1907, daily, 36,883; daily Dec., 1908, 39,033; weekly aver. for month of Dec., 28,243.

Winnipeg, *Der Nordwestern*. Canada's German newspaper. Av. 1908, 17,645. Rates 56c. in.

Winnipeg, *Telegram*, Average daily, Oct., 1908, 27,194. Weekly aver., 28,000. Flat rate.

### ONTARIO, CAN.

Ottawa, *The Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

### QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1907, daily 103,828, weekly 50,197.



Montreal, *The Daily Star* and *The Family Herald and Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, 62,837 copies daily; the *Weekly Star*, 129,356 copies each issue.

## The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

### COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

### DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

### ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Daily News* is Chicago's Want Ad Directory.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

### INDIANA

THE *Indianapolis News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1908 being 243,265 ads, 69,463 more than all the other local papers had, on the same days of publication. The *News* classified rate is one cent a word, and its daily paid circulation over 84,000.

## THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the year of 1908 The *Star* carried 309.48 columns more paid WANT advertising than its nearest competitor.

Rate, One Cent Per Word.

The only Sunday Paper in Indianapolis.

### MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

### MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



## MINNESOTA



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Dec., 1908 138,334 lines. Individual advertisements, 18,986. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. by Am. News-paper Directory Daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671.

## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

## OKIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 30,115. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

## (○○) Gold Mark Papers (○○)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (○○).

## ALABAMA

The Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, \$97, 35,486 (○○).

## GEORGIA

Atlanta *Constitution* (○○). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (○○). Actual average circulation for 1908, 15,808.

*Tribune* (○○). Only paper in Chicago receiving this mark, be cause *Tribune* ads bring satisfactory results.

## KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

## MAINE

Lewiston *Evening Journal*, daily, average for 1907, 1,794; weekly, 17,345 (☉☉); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (☉☉). Only Gold Mark daily in western Massachusetts.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

## MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

Pioneer Press (☉☉). St. Paul. Most reliable paper in the Northwest.

## NEW YORK

Army and Navy *Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York Times (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York Tribune (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

## OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

## OREGON

The Oregonian, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 133,984; The Sunday Press, 95,349.

THE PITTSBURG  
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA

The Norfolk Landmark's list of subscribers contains no one induced by anything except merit as a good newspaper. (☉☉) It's worth considering.

## WASHINGTON

The Post Intelligencer (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle Times (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

## CANADA

The Halifax Herald (☉☉) and the Evening Mail. Circulation 15,558, flat rate.

The Globe, Toronto (☉☉), enjoys the good opinion of the best people.

# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.  
Readers of *Printers' Ink* Will Receive Free of  
Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

This Karo advertisement comes very near being perfect. The arrangement is excellent, the name of the product and the purpose for which it is recommended are strongly displayed, and the picture of the young woman and the tempting products of her skill is most attractive.

The whole advertisement is strong, but at the same time its dainty and well-balanced appearance will well repay careful study.

This Leatheroid advertisement teaches us that we should either absolutely prohibit our elephants from going up in balloons or be careful not to leave Leatheroid

that they will not come to harm, they will get around to do some advertising for Leatheroid trunks

"Three Elephants" went up by balloon,  
For two there was only room,  
One fell with a thump  
On a "Leatheroid" trunk,  
His funeral was held very soon.



which it is safe to say are most meritorious and commendable articles.

The "A. B. C." Induced Draft Equipment trade paper advertise-

For Making Fudge  
and Taffy—get

## Karo

A pure, fine-flavored syrup that  
makes the finest kind of candy.

In 50c, 10c, and 10c tins of all grocers

A book of cooking and  
candy-making recipes  
sent free on request.

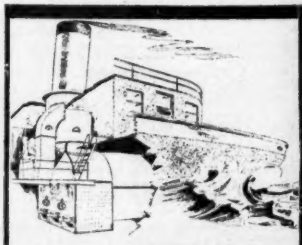
CARBON PRODUCTS BOTTLING CO.,  
New York



trunks around any place where a falling elephant may possibly land.

It is certainly worth a full page in a magazine to impress people with these important facts. Most everybody owns two or three elephants nowadays, and ballooning is one of the favorite sports of elephants kept as household pets, and the habit of leaving trunks scattered around the fields is as reprehensible as it is prevalent, and should be corrected as soon as possible.

It is to be hoped that after the Leatheroid Mfg. Co. has taught us how to train our elephants so



### "ABC" INDUCED DRAFT EQUIPMENT

FOR MARINE SERVICE

"These induced draft making machines represent an advance over  
other ones furnished for same time ago."  
"We see that we get this machine for the summer. It is not  
quite the best made, and that we are doing, DOUBLE THE WORK  
THE OTHER SERVICES."

"(Signed) O. W. Rodgers,  
Bay City, Mich."

Tell Us Your Draft Troubles

**AMERICAN BLOWER COMPANY**  
Engineers and Manufacturers  
DETROIT, MICH

ment here shown presents a rather strange appearance to the layman. The ship shown in the picture seems to have been in a very serious accident, from which it is to be assumed that the apparatus advertised has come out without a scratch.

Probably the purpose of this advertisement is to show the position and arrangement of the advertised article, and, if it does this in a manner which will go to show that it is a good thing, it would be unfair to criticise the advertisement adversely, strange as it may look to those of us who cannot understand what it is all about.

\* \* \*

It needs only a glance at this advertisement of J. B. and J. M. Cornell Co. to show that this concern sells steel and iron, and if that is the only purpose of the advertisement perhaps it will do as well as anything else.

It might be claimed, too, that it is a peculiarly appropriate piece of copy, for if there was ever an advertisement that looks as if it were made of the hardest and toughest metals obtainable, this is surely it.

It would be hard to prove, though, that an advertiser who

deals in rough and heavy products is doing the proper thing when he makes his advertising so noticeably harmonious with the goods he sells.

**J.B. AND J.M. CORNELL COMPANY**

**STEEL**

Buildings, Bridges, Piers, Frames, Machinery,  
Light and Heavy Castings, Girders, Beams,  
Shafts, Columns, etc.    :: :: :: ::  
Capacity 100,000 tons per annum


**IRON**

OFFICE 26 S. H. N. NEW YORK CITY  
Works, Cold Spring Harbor, N. Y.

On the first of the year somebody who swore off threw away a bottle of Antedulvian Rye—cast it out to sea so that he could not possibly get it back if he changed his mind.

The interesting illustration in the accompanying advertisement shows the bottle being dashed about by the angry waves far from the reach of human hands.

There is probably a purpose or a moral or something connected with this, but it seems like a waste of valuable time to try to figure out what it is.



Notwithstanding the flood of imitations and substitutes, Antedulvian rare old Whiskey is recognized by connoisseurs as superlatively the best—soft, smooth, delicious. Because of its fame, Antedulvian bottles are often refilled. Order over reliable bars and from responsible dealers—once tasted, substitutes are instantly detected.

Sold at all first-class cafes, hotels, restaurants, and by leading grocers and wine merchants.

**LUYTIES BROTHERS, Proprietors, New York**

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **CURRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**

Wallace & Company, 29 Murray St., New York

### ADVERTISEMENTS

**I WILL TELL YOU** whether your advertising is good or bad—and why, for a dollar bill. "SMITH," Box 61, Cedar Grove, N. J.

ADS

**IF** Interested in strong, space saving ads send for our Just Out **PROOF SHEET**

**CHICAGO AD-SETTING COMPANY,**  
324 Dearborn St.,  
CHICAGO, ILL.

Artistically  
ARRANGED
Delicately  
DISPLAYED
SPACE  
SAVING

## 450 Bank Ads \$5

same as supplied at 50c. to \$2 each to several of the best advertised banks in the country. Subjects include copy for Commercial, Savings, Safe Deposit, Trust Departments. Postpaid on receipt of price. Money back if not satisfied. W. LYDIATT, 941 Simpson Street, New York City.

### ADVERTISING COMPOSITION

**ADVERTISING Facts and Fallacies, 10 cents.** SETH BROWN, Chicago. O.K. Ad. copy.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,** Omaha, Neb. Newspapers and Magazines.

**KLINE ADV. AGENCY, ELLICOTT SQ.,** BUFFALO, N. Y. Mail-order campaigns.

**ALBERT FRANK & CO., 25 Broad St., N.Y.** General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**MANUFACTURERS' Advertising Bureau,** 237 Broadway (opp. F. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TICKER** A magazine of the markets. Sample copy free. **TICKER PUB. CO.,** 347 U. S. Express Bldg., N. Y.

**THE** last issue of the American Newspaper Directory shows the Troy (Ohio) *Record* had an average circulation of 1,179 copies for 1907.

### BUSINESS CARDS

**550** Business Cards printed by new process on fine Bristol and delivered anywhere for \$1.00. 125 Calling Cards, Engraving Process, 40c., postpaid. "AUTOPHOTO ENGRAVING PRESS," 61 W. 125th St., New York.

### CALENDARS

**Aluminum** Calendar, 3 cts.; Savings Bank, 10 cts.; Insurance. **KING, 61** West 125th St., New York.

### COIN CARDS

**\$3** PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.,** Detroit, Mich.

### CUTS

**THE** man who advertises should write for **PLATOLOGY**, a publication which contains vital information on cuts. **H. J. ORMSBEE ENGRAVING CO.,** Syracuse, N. Y.

**CUTS** for every printing press purpose. **THE STANDARD ENG. CO.,** Times Square, 560 7th Ave., New York.

**SHOE CUTS THAT PULL TRADE!** Write for Spring Catalogue. The "SHOE CUT SHOP," Cor. 7th and K Sts., Washington, D. C.

### ELECTROTYPES

## Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

**RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.**

### FOR SALE

**\$5,000** will buy a monthly magazine long established. Devoted to stenographers, Commercial Schools and Business World. Address "M. MUECH," 2228 E. Fletcher St., Phila., Pa.



**GOSS** three plate wide perfecting press, printing 4, 6, 8 or 12 pages in one section, with stereotyping plant, motor, shafting, etc., all in first-class condition. Can be seen in operation. Price very low. Address, "PRESS," Box 1022, Wilmington, Del.

#### HALF-TONES

**HALFTONES** for the newspaper or the better class of printed matter. THE STANDARD ENG. CO., 560 7th Ave., New York.

**NEWSPAPER HALF-TONES.** 2x3, 75c.; 3x4, \$1.; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

#### ILLUSTRATIONS

**DRAWINGS** for space-saving and telling illustrations furnished promptly and reasonably. WRIGHT, P. O. Box 86, Easton, Pennsylvania.

#### LETTERHEADS

**LETTER HEADINGS OF QUALITY.**—Pictorial—Artistic. \$1.70 to \$3.00 per M. Less in especially large lots. Coupon Bond. Other fine papers. You won't believe it but our samples will "show you." Send for them. Bank references. "MODERN PRINTING CO.," Springfield, Mass.

#### LINOTYPE COMPOSITION

**LINOTYPE COMPOSITION.**—Our machines are employed about two-thirds of time on weekly newspaper and job printing; open for contracts. Well-equipped plant in all other particulars. "STAR," Washington, N. J.

#### MAILING LISTS

**EVERY** mail order man should have a copy of List O'Trades and How to Reach Them. Yours for the asking. RAPID ADDRESSING MACHINE CO., 179 Adams St., Chicago, Ill.

#### NAMES

**GUARANTEED** Farmers names—150,000 for Illinois. 10,000 \$10.00—typewritten with R. F. D. address. Write for particulars. HOWARD M. ROSINE CO., 171 Adams St., Chicago, Ill.

#### OFFICE APPLIANCES

**A LABOR AND TIME-SAVING DEVICE** that is worth \$3.50 to any business man. The Model No. 49 Bates Automatic Numbering Machine. May we send a booklet. "Hopkins & Company, 1387 De-an St., B'klyn, N. Y."

#### PAPER

**BASSETT & SUTPHIN**, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

#### PATENTS

##### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

#### PHOTO-ENGRAVING

**KITAB ENGRAVING CO. (Inc.)**, 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1064 SPRING.

#### POST CARDS

### A NEW IDEA FOR CIRCULARIZING ILLUSTRATED POST CARDS

"The little brother" of Illustrated Letters, originated by Frederick Ward. Write for specimens of these little business getters. Send 10c. in stamps or coin, for handsome portfolio of proofs, Booklet, "Cutting the Cost of Inquiries," and literature on mail drumming. Frederick Ward, 40 Dearborn St., Chicago

#### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU** 110-112 West 26th Street, New York City. sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

### SAVE MONEY ON YOUR PRINTING

We can save you money on orders of twenty dollars or more. Large plant, 45 minutes from New York. All work guaranteed. Publications mailed. Prompt service. Evening News, Perth Amboy, N. J. Address our New York representative, E. W. MOORE, 851 President Street, Brooklyn, New York.

#### PUBLISHING BUSINESS OPPORTUNITIES

## A Trade publisher desires the

services of an experienced advertising manager. He must believe in advertising as a creative factor in business; and understand service to be the legitimate basis of business. He must be able to delegate work to others and himself be a producer. Good salary and and possible working interest to right man; or, under certain conditions important interest might be acquired. Address: "Confidential," care of PRINTERS' INK.

## SUPPLIES

**B**ERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago.

## WANTS

**A**DVERTISING SOLICITOR capable of developing business desires position near New York. Address "RESULTS," care Printers' Ink.

**W**ANTED—Experienced man to sell classified advertising on business magazine in New York City. Trade paper experience desirable. Address "C. A.," care Printers' Ink.

**O**FFICE MAN, to estimate and to look after printing and engraving orders in N. Y. Adv. Agency. State experience and wages expected. Box "B. C.," Printers' Ink.

**T**HE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**W**ANTED—Young man who has had some experience in newspaper work as assistant to advertising manager. State full particulars as to experience and give references in first letter. Address "B. M.," care Printers' Ink.

**W**ANTED—A position in advertising department of manufacturing concern or agency. Am young man 4 years' experience in publishing business. Familiar with details. "J. E. G.," care Printers' Ink.

**A**DVERTISING MANAGER wanted for monthly magazine. Must be experienced, and a business getter. Attractive proposition for the right party. References required. "NATIONAL SPORTSMAN," 75 Federal St., Boston, Mass.

**N**EWSPAPER POSITIONS—We have good openings for reporters with some experience, worth \$12, \$15 and \$18 per week. Also for linotype operators, speed not less than 4,500 minion; wages, union scale or better. All departments represented. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

## INCREASE IN FARM MACHINERY.

The value of implements on the farms of the United States in 1900, when the last census was taken, was \$749,776,660, and the value of such products manufactured in that year \$101,207,428. In 1850 there were 1,333 implement manufacturing establishments in operation, reporting a capital of \$3,564,202. In 1900 there were 715 establishments, capitalized at \$157,707,951. It was estimated that in the case of the crop of corn of the country the money measure of the saving of human labor required to produce it in the most available economic manner, as compared

**W**ANTED—Working foreman to take charge of the largest engraving and electrotyping plant in the northwest. Must have \$4,000 to acquire interest. Write at once, care 1115 American Bank Building, Seattle, Wash.

**W**ANTED—Daily Newspaper Property in town of not less than 5,000 with good railroad facilities and rural free delivery. An undeveloped Ohio field preferred. Approximate price \$15,000. Will consider weeklies in towns warranting establishment of a daily. Address "G. W. K.," care C. M. Palmer, Newspaper Broker, 271 Broadway, New York.

**Y**OUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**W**ANTED—An experienced advertising solicitor, one who is able to present in a convincing way and successfully close contracts for advertising space in one of the oldest and largest trade papers in the United States. The leader in its line. He must be of good appearance, clean cut, straightforward, honorable, not far from thirty years of age. A splendid opening for the right party, and only first-class growing men need apply. Give references, experience and salary wanted. Confidential. "N. L.," care Printers' Ink.

**W**ANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 708 Metropolitan Annex, N. Y.

with its production in the old time manner, was \$523,276,642; wheat, \$79,794,867; oats, \$52,866,200. The total potential saving in the cost of human labor for the seven crops of 1899, last year recorded, owing to the possible utilization of implements, machines and methods then in use in place of the old-time manner of production, reached the stupendous amount of \$681,471,827.—*Standard Farm Paper Advertising.*

The *Detroit News* and *Sunday News-Tribune* is announcing with regret the retirement of C. J. Billson, for twenty-five years its Eastern special representative, and the succession of Mr. I. A. Klein.

## Business Going Out

The Morse Advertising Agency, Detroit, is handling the advertising appropriation of the Park Hotel, Hot Springs, Ark., and orders are going out to a list of leading newspapers in the North, East and West.

Three-inch advertisements are being sent to a general list of newspapers by the Bankers' & Merchants' Agency, New York, for Amelie Ritz, Jamaica, Long Island.

Andrew Cone, New York, is placing advertising for O. F. Jonasson & Company, of the same city, on a financial proposition.

Eight-thousand line contracts are being made with newspapers by the Dorland Advertising Agency, Atlantic City, for hotels of that place.

David E. Friend, for some time past connected with the agency of Frank Kiernan, New York, has recently bought out the agency of I. J. Rose at 41 Union Square and will conduct the business under the name of the Friend Advertising Agency.

Twenty-inch, 13-time copy is being sent to weeklies in the South and Southwest by the Fowler-Simpson Company, Cleveland, on account of the Robinson Seed and Plant Company, Dallas, Tex.

J. P. Storm, New York, is asking for rates from Canadian papers on some mail order business; copy to start in February.

A request for rates has been sent to newspaper by H. E. Nagle, New York.

Five-thousand line contracts for the cigar advertising of Berryman Brothers, of Tampa, are being placed with newspapers by H. W. Kastor & Sons, St. Louis.

H. E. Ayres & Son, Boston, will use a selected list of newspapers for the advertising of "Silver Brand" Collars and "Gold Brand" Shirts.

Five-thousand line contracts are being made with newspapers in the South and Southwest for the advertising of "Good Luck" baking powder by the Richmond Advertising Company, of Richmond.

Seventy-line, till forbid orders for the Sir John Hygienic Company, are being sent to the Sunday editions of daily papers in the Southwest by the National Advertising Company, Denver.

The Charles H. Fuller Company, Chicago, is making 2,000-line contracts with Western newspapers for the advertising of the Salubrin Laboratory.

Renewals are going to newspapers from the Wyckoff Advertising Company, Buffalo, for the advertising of Carolina Osgood, Providence, R. I.

### CHICAGO ITEMS.

The National Veneer Products Co., of Mishawaka, Ind., are starting their campaign with a double page spread in the *Saturday Evening Post*. Their campaign offers many novel features and will be watched with interest by the advertising fraternity all over the country. The account is being placed by Long-Critchfield. It is understood that several other magazines will be used later.

Bailey-Wright are placing copy for the 20th Century Heating & Ventilating Co.

Contracts for the Goodrich Rubber Co., Akron, O., will be placed through the Gardner Advertising Agency, of St. Louis, for the magazines.

Fowler-Simpson Co., Cleveland, O., is placing orders for the Crosby Mfg. Co., Detroit, Mich., advertising 6-5-4. It is asking rates on 600 daily papers e. o. d. for this business.

Progress Publishing Co., Chicago, Ill., is placing pages in several of the magazines advertising their magazine in connection with the New Thought movement, now swaying over the country. This business is placed by the Snitzler Advertising Agency, Chicago.

Franklyn Hobbs, "Himself," is placing half-page copy for the Chas. W. Kimball Co., of Kansas City, Mo., in several of the magazines.

The Cabinet Mfg. Co., of Quincy, Ill., is using space in several of the magazines. This business is being placed by Kastor.

The *Christian Science Monitor*, Boston's new daily, has found it necessary to increase its press facilities. As the paper is on sale in more than 1,100 Christian Science reading rooms throughout the world the subscriptions that come in daily are very large. It is believed that this daily now has one of the largest subscription mail lists of any daily paper in the world.

"Glimpses of English Advertising" were afforded members of the Cincinnati Ad Club January 13. Tony Sorg, of London, was the speaker. "For years it has been the endeavor in high-class establishments in England," said he, "to follow the American idea in poster and illustrative art. The change followed the arrival in London of a book of

striking illustrations sent to England by a Cincinnati printing ink house. Most of the successful English advertising agencies are directed by Americans. Another notation of interest was the increase in English newspaper advertising.

The Minnesota Federation of Commercial Clubs gathered at St. Paul, Minn., January 14, numbering 150. "Advertise the state" was their slogan, and they are pushing the idea as hard as possible.

The Baton Rouge, La., Board of Trade is issuing large quantities of advertising.

A fund is being raised to advertise Hot Springs, Ark.

#### BOSTON ITEMS.

The well known Boston advertising firm of Ellis & Dowst has been dissolved. Mr. A. W. Ellis, the senior partner, plans to conduct an agency at the present headquarters, 10 High St. Mr. Henry P. Dowst, who has been in charge of the copy department in the Ellis & Dowst Agency, has associated himself with the Cowen Agency, John Hancock Building, Federal St.

John I. Brown & Sons, manufacturers of Brown's Troches, are using a number of general publications covering the spring campaign. The orders are going through the Morse International Agency.

The F. P. Shumway Agency is placing some additional contracts with magazines for the advertising of the Pacific Mills. The product exploited is "Serpentine Crepe," and the tendency is toward women's publications.

The 1909 advertising of Dwinell-Wright Co. "Whitehouse" Coffee, will be decided about February 1. The contracts will be placed as usual by A. T. Bond, 16 Central St. This agency is also using large space in daily newspapers for this advertiser in cities where they sell carload lots.

New England dailies are being favored with contracts on the Boston Motor Boat Show advertising. The campaign is handled by W. L. Weedon, of Wood, Putnam & Wood.

Sunday newspapers are running yearly contracts for Dr. Rudolph Martin. The advertising is placed by Mr. Wm. Colton, of Wood, Putnam & Wood.

Papers throughout New England are receiving contracts for 1,000 inches through Lord & Thomas for the Quaker Oats business.

The Kirk Manufacturing Co., Old South Building, are using a large list of magazines in the classified departments through N. W. Ayer & Sons. The Boston office of this agency is making contracts with high-grade publications for a large number of New England schools.

G. F. Alexander, Portland, Me., is contracting for a year's advertising of Alexander's Asthma Cure in dailies and weeklies. The business goes through the F. P. Shumway Agency.

The Wm. Underwood Co., Fulton St., Boston, is making plans for a spring and summer campaign for the advertising of Underwood's Deviled Ham. No agency has as yet been selected to place the business.

Some additional mediums are to be added to the list for the Carter Underwear advertising which is placed by the Shumway Agency. No so-called "flat" publications are to be used. Only standard sized magazines will receive contracts.

The C. F. Wyckoff Co. is placing some t. f. orders with mediums especially adapted for tour business for the Bureau of University Travel.

#### PHILADELPHIA NOTES.

The Chas. E. Hires Co., manufacturers of Hires' Root Beer and proprietors of Purock Spring Water, have been taking advantage of the prevailing typhoid epidemic in Philadelphia to boost the sale of Purock. "Boil all your drinking water if you want to escape danger of typhoid," announced Dr. Joseph S. Neff, Director of Public Health. "Better still, buy Purock Water, which don't need to be boiled," advertises the Hires Co. in large space.

The Belmar Manufacturing Co., makers of Wardrobe Systems, is a new account brought into the advertising field by the Ireland Advertising Agency. Orders are going to a selected list of magazines.

In their energetic efforts to obtain business for the Sunday evening edition of the *Times*, Mr. Munsey's advertising men arranged a missing word contest last week. In each of eight ads which filled a half-page, one word was represented by a blank space. A prize of \$10 was offered by the *Times* to the reader who would supply the best words to fit the blanks.

Strawbridge & Clothier have inaugurated the policy of using a column in Saturday evening papers for chatty talk about store news for Monday. This firm and Wanamaker are the only big department stores in Philadelphia which do not advertise in the Sunday newspapers.

A. H. Walmsley, who has been connected with the Ireland Advertising Agency for some years, has resigned to accept an important post with the Camera Publishing Company.

The *North American* announces a \$25,000 free offer educational plan to teach the value of saving money. Pocket savings banks, each containing a *North American* check for 50 cents, will be given to readers. Stories and proverbs on savings will be run from day to day.

# Why Is It That

## *Those Who Sell Good Advertising Are Often the Hardest to Sell Good Advertis- ing To ?*

Is it because they're so used to selling the "right kind" of advertising that they don't know how to buy it?

Think of circularizing advertisers with a circular or form letter made up of arguments to the effect that circularizing is no good and periodical advertising is the one and only real thing!

Publishers who practice what they preach (and there are many of them) consider the columns of PRINTERS' INK the most successful and economical medium for soliciting new business—and it is logical that they should.

It so happens that these same publishers find it easiest to *get* the patronage they seek. Which goes to show that they know *how to buy advertising, as well as sell it.*

PRINTERS' INK is as necessary and could be made as valuable to you, Mr. Publisher, as your publication is to the advertisers whose patronage you seek.

Think it over.

**PRINTERS' INK PUBLISHING COMPANY**  
**12 WEST 31st STREET    --    --    NEW YORK**



*pairs of eyes are watching out for*  
**INAUGURATION "COMFORT"**

*Next March, when the mail-order business will  
 reach its maximum for the year*

Our Souvenir-Jubilee November COMFORT was a big hit.

Washington and Lincoln February COMFORT hits harder.

Inauguration COMFORT in March will hit them again in a spot made tender by the two previous hard hits.

**HIT UP YOUR BUSINESS WITH A BIG, ATTRACTIVE AD.**

**Eighty Million People** are intensely interested in the coming inauguration of a new president. Most of them have but a vague idea what it is like, but all want to know.

**March COMFORT** will tell them all about how it is done and illustrate it with pictures so that they can almost as good as see it, and can understand any subsequent news items about it which they may happen to read.

**Don't you think they will like to read it?**

**Don't you want them to see it?**

**WHO? THE SIX MILLION PAIRS OF EYES THAT READ COMFORT EACH MONTH.**

**WHAT? Why, your ad., of course.**

**WHEN? Next March, in wind, storm and mud time, too disagreeable weather to get out around.**

**WHERE? Why, in Inauguration COMFORT, of course.**

**Send your copy in early this time for better position and**

**MAKE A BASE HIT**

**Forms close Feb. 15. Send through any reliable agency or direct to**

**W. H. GANNETT, Pub., Inc.**

New York Office  
 1105 Flatiron Bldg.  
 Walter R. Jenkins, Jr., Representative

**AUGUSTA, MAINE**

Chicago Office  
 1635 Marquette Bldg.  
 Frank H. Thomas, Representative